

THE QUILL

January, 1961

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50 Cents

A MAGAZINE FOR JOURNALISTS

Information to aid the Press

from STANDARD OIL COMPANY

(INDIANA)

How our reorganization affects information sources; names, telephone numbers listed; areas of supervision defined.

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STANDARD OIL COMPANY

(INDIANA)

910 South Michigan Avenue, Chicago 80, Illinois

These Farmers Know That Advertising Pays Dividends

Dairymen Understand the Pain of Unfair Attacks

The "open season" for those who have found it profitable to make indiscriminate attacks on advertising as a part of American business has been rather extended. While no responsible person denies that a very small percentage of the total advertising has been dishonest and in poor taste, those who have chosen to make a living by attacking the advertising business have seldom been as careful in digging out and presenting their facts as have most advertisers! If truth is the number one criterion for judging advertising, then advertisers are doing far better than those who attack advertising.

The dairy industry in this country knows pretty well how it feels to be a victim of those who abhor or abuse the truth. Milk has played the leading role in the American food supply since colonial days. This role has been so important, in fact, that many people have learned that they can obtain undesired public attention by making attacks against milk.

Milk probably ranks third or fourth in the list of whipping boys that public attention seekers use. We've known a long time that attacking God, motherhood, and country usually stirs up interest. In recent years, as food faddists have grown more numerous and more proficient in communications, as compared with the medicine men of horse and buggy days, milk and other basic foods have been added to this list. Even more recently, suburban living and advertising have become popular elements of American life to be against.

Dairymen See Advertising As a Must in Business

Although dairy farmers for many decades past have paid for advertising to talk with consumers about milk and milk products, the first successful effort to pool resources and to develop a nation-wide program of sales promotion for dairy products came in 1940 when the American Dairy Association was organized. Since then, dairy farmers have voluntarily invested many millions of dollars in this non-brand promotion effort for dairy foods.

These dairymen pool their funds for a program that includes considerable research, such as nutrition studies, product improvement, consumer attitudes and buying patterns. Market research, incidentally, has been most helpful, but these studies of consumer attitudes have not been nearly as useful as some of the detractors of advertising and market research suggest. The market researchers have found no magic keys which have made it possible for dairymen to "manipulate" consumer thinking to the point of encouraging consumers to buy excessive amounts of dairy products. Dairy farmers have learned that people buy milk and milk products when the consumers find reasons that are pleasing to the consumers to do so.

Dairymen use all forms of advertising in all media—but not, we hasten to add, in all media at the same time, since dairy farmers, like other advertisers, do not have the unlimited budgets which all advertisers wish they could have! At the same time brand distributors of dairy foods and retail food outlets are also spending many millions of dollars each year in all media to advertise the merits of dairy products.

There's a Change in Thinking on the Farm

As dairymen see the situation, advertising, as a part of the total marketing plan, is as much a part of the dairy farm operation today as the cow herself. This makes much sense, of

course, for if the dairymen do not have a marketing plan that assures them of consumer demand for milk and milk products, then the cow is not needed either. When the American Dairy Association was started by dairy farmers in 1940, there were many people who thought farmers should be concerned only with producing milk efficiently. The idea was prevalent that the farmers' job ended when the milk left the farm. This overlooked the fact that nobody has quite as much interest in the consumer market for milk as the dairy farmers who today own over 90 per cent of the total investment in all phases of the dairy industry.

Much has been said about the technological revolution on the nation's farms, and this does deserve attention. However, it is quite likely that history may judge that the revolution in thinking about the marketing of farm products was far more important. In a short period of time farmers have had to readjust from an agricultural economy geared to subsistence to one in which the farm is a highly capitalized and very specialized business operation.

Estimates suggest dairy farmers now spend in excess of 10 million dollars annually for non-brand promotional programs for milk and milk products, including research and formal educational programs. That this money comes from the dairy farmers should be proof enough that this revolution in thinking about marketing farm products has come about. Many non-farm business groups have followed the example set by dairy farmers through the American Dairy Association in developing industry-wide, non-brand promotional and educational campaigns to tell their product or service stories to the public.

Results Are Not Easy to Measure

The steady growing support which dairy farmers provide for promotional campaigns is amazing to some observers because of the obvious difficulties in measuring the results of non-brand efforts of this kind. The attempts at measurement are complicated further by the tremendous size of the dairy industry and the many factors which influence sales of dairy products.

However, except for several products which have had to fare as tough competition as any products have ever had to meet, dairymen have had an expanding market for most of their products on the commercial market. In the market places of America, where the wives of newspapermen and broadcasters and magazine writers spend the hard-earned money of their spouses, milk, ice cream, nonfat dry milk, cheese, condensed milk, and cottage cheese have been getting more "votes" per person than they did in 1940 when dairymen first organized the American Dairy Association.

There is a long way to go in this market building, but the first and most difficult hurdle has been met and left behind. This hurdle was the debate which dairy farmers had to go through within their own individual minds to determine their responsibility beyond the farm, in the market place. The steady growth of American Dairy Association and of other promotional and educational programs makes it quite clear that dairy farmers resolved the question in favor of having a strong Voice in the Market Places of America.

AMERICAN DAIRY ASSOCIATION

Voice of the Dairy Farmers in the Market Places of America
20 North Wacker Drive
Chicago 6, Illinois



**Mrs. Homemaker is dollars ahead
when she shops where she sees this sign...**



In her role of homemaker, the American housewife is the world's wisest and most prudent shopper.

Always she looks for the best buys for her home budget dollars. And so she is a regular reader of ads in her hometown paper which tell her where and when best values can be found. In the ads she notes the bargains, like the "Specials Today" in foods for her family.

Many stores where she shops for values also give S&H Green Stamps. In their small but happy way, S&H Green Stamps also reward her thrifty nature by helping her obtain the little luxuries she loves at no added cost.

Yes, retailers who give S&H Green Stamps meet competition in the market place. They must — because they're selling to the world's smartest shoppers.

This message is presented for your information by

THE SPERRY AND HUTCHINSON COMPANY, 114 Fifth Avenue, New York 11, New York

S & H pioneered 64 years ago in the movement to give trading stamps to consumers as a discount for paying cash.

S & H Green Stamps are currently being saved by millions of consumers.

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CARTOONIST OF THE MONTH

A Hoosier transplanted in Ohio, Eugene Craig joined the Columbus *Dispatch* in 1955 as editorial cartoonist. Craig had his first editorial cartoon in the Fort Wayne, Indiana, *News-Sentinel* in 1934 and was with that paper until 1951; he was with the Brooklyn, New York, *Eagle* until 1955.



Eugene Craig

Although political cartooning is his forte, Craig is well-known in central Ohio for his weekly humor page "Forever Female," cartoons dealing with the fair sex. Winner of several national awards, member of Sigma Delta Chi, AAEC and NCS, he is married and has two daughters and two sons.

THE QUILL for January, 1961

NATIONAL OBJECTIVE: "SEEK TALENT FOR A PROFESSION WHICH THRIVES ON TRUTH, TRUST AND FREEDOM"

THE QUILL

A Magazine for Journalists—Founded 1912

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On the Cover: Pierre Salinger, who takes over as Press Secretary for President-elect John F. Kennedy at the White House this month, is shown conferring with his chief shortly after the election last fall. An article on the man who succeeds James Hagerty appears in this issue.

LOOK FOR IT NEXT MONTH

TELLING AMERICA'S STORY TO AFRICA
By James W. Carty, Jr.

YOUNG EDITORIAL WRITERS NEEDED
By Gabe Kaimowitz

READER VS. LISTENER FOR NEWS
By Jere Hoar

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EDITORIALS

The Year Ahead

THIS is the time of year to take inventory of the last twelve months, and to look to the future. In retrospect, it has been an interesting year for journalism. There were some impressive advances made in all phases of modern mass media—and there were some shortcomings, as the critics were quick to note.

There was encouraging progress made in 1960 in the fight against censorship, and for the people's right to know, as the report of Sigma Delta Chi's Freedom of Information Committee revealed. It must be emphasized that the battle for freedom of information is a continuing fight in which vigilance can never be relaxed.

One of the precedent-making events of 1960 was the series of "great debates" on television, which, as speakers at Sigma Delta Chi's recent convention pointed out, brought a new dimension into national political campaigns. It is also worth noting that the press secretaries of both major candidates for the Presidency in addressing the convention agreed that the news coverage of the campaign was, with a few isolated exceptions, fair and unbiased.

- The year saw an increased use of ROP color in American newspapers, especially for news pictures. There was a growing interest in new printing processes, including cold type. Electronic journalism improved its coverage, both of spot news and of background documentaries. As articles in *THE QUILL* during the year attested, there was a healthy growth in the field of industrial journalism. While some old and well known newspapers passed from the scene, newspaper circulation continued to climb.

It would be a foolhardy prophet who would venture to forecast what lies ahead. Some predictions, however, can be made. As Robert Hartmann's article in this issue indicates, it will be an interesting year for journalism in Washington, perhaps with the innovation of live Presidential press conferences. More than ever, it will be true that Washington is the news center of the world.

One of the challenges of the sixties is how to put into clear perspective the complex news of the world, and at the same time not to neglect the news of the community. A persistent criticism of the press has been that it fails to present comprehensive news from abroad. It is a problem, not only of finding space to print the news but also of interpretation to make it understandable at home. It is encouraging to note that at home newspapers are giving more attention to problems of municipal and state government and are no longer content with mere routine coverage.

- The need for specialization in reporting will grow in 1961. Never has there been a time when it is so important for people to know and understand—and never has it been so difficult to comprehend the complexities of the world in which we live. Watson Davis, founder and director of Science Service, underscored this fact in a recent address at the University of Illinois.

"Implicit in the idea that ours is a scientific civilization, organized most effectively along democratic lines," he said, "it the tacit assumption that freedom of mankind and the doctrine of equal opportunity mean something. We are convinced that all people must have the opportunity to know the facts and draw conclusions, and that this is not the prerogative of merely a chosen few."



Drawn for *THE QUILL* by Eugene Craig, Columbus, Ohio, Dispatch

The Challenge

Inevitably, Mr. Davis pointed out, "the record of science must become increasingly technical. The great task of the public, and particularly that of the oncoming generations, is to recapture and absorb the learning and knowledge of the past in order that they may understand the present and prepare to continue the great adventure of exploring the unknown future."

One of the vital challenges for journalism in our time is how we can report and explain the advances in science to the people. It is not an easy task when we remember that much of the scientific knowledge that affects our everyday lives was not even in the textbooks when today's adults were in school. We shall not succeed until we can report and interpret science as effectively as we do, say sports today.

For the young man about to begin a career in journalism, as well as for the grizzled pros, the vista ahead is as exciting as it is challenging.

Opportunity Unlimited

IN this issue Dave L. Lendt, a recent journalism graduate, presents the results of a study of job opportunities and salaries for beginners in three major editorial fields: newspapers, magazines and industrial publications. The study is confined to the practical matters of the requirements in each field, the weekly take home pay, and hours and working conditions. This information is helpful to the young man about to decide on his first job, and it should be of interest to the editors who may consider hiring him.

Starting salaries and working hours, however, are not the only factors to be considered. There is also the question of what the salary will be five or ten years after graduation, and what the opportunities will be at that time. More important, there is the consideration of what the job offers in terms of personal satisfaction and the opportunity for service.

Sometimes, I suspect, we do not stress enough these compensations. Security and take home pay are important, but there is no sense of achievement in a job that becomes drudgery, and little satisfaction in a job which makes no contribution to others.

CHARLES C. CLAYTON

Kennedy's Press Secretary

By ROBERT T. HARTMANN

AT high noon on November 28, Capitol Hill looked as bleak and lifeless as a scene from "On the Beach"—all except for Room 301 in the Old Senate Office Building.

Around the corner from this small committee hearing room, Senator John F. Kennedy and Vice-President Nixon were busy inside their facing suites catching up on back mail and not bothering anybody. But Room 301 was spilling over with the homogenized cream of the Washington press corps, practicing the new pastime of waiting for Pierre.

The one empty seat at the counsel table, encircled by a forest of television cameras, was for Pierre Salinger, a hard-driving and apparently inexhaustible native son of California who is going to the White House January 20 as the next Press Secretary to the President.

• Precisely eight minutes past his appointed hour, Salinger squeezed into the room and sank into his chair—but there was a new air about him.

It was not merely the abnormal absence of his trademark cigar which, like the royal standard of a more chivalric age, served to rally weary reporters throughout the hectic Kennedy campaign. It was that Salinger's round face, which is that of a swarthy cherub, wore a wholly unfamiliar look of sheepish surprise.

"First let me say that here and now I am eliminating the phrase 'hard news' from my vocabulary," he began.

The inevitable postelection doldrums had been enlivened only by the happy human interest story of a John F. Kennedy who arrived early instead of late. But that morning Salinger had passed

word that his noon briefing would include some "hard news."

So, instead of the little band of brothers duty-bound to attend such routine sessions, every pundit, pencil-chewer and political birdwatcher in town was flushed out in hopeful expectation of at least a Cabinet announcement. It was a turnout to match some of President Eisenhower's, but all Salinger had was a list of tomorrow's callers and a touching but wholly futile appeal for newsmen please to quit hanging around the President-elect's Georgetown home.

Though they would have fried Jim Hagerty in boiling ink for such a false alarm, nobody seemed too mad when Salinger pleaded an important luncheon invitation and escaped.



ROBERT T. HARTMANN

• The White House was where Salinger headed for lunch and, somewhat surprisingly, his first face-to-face meeting with Hagerty. Once himself the enfant terrible and now the elder statesman of the press secretary trade, Hagerty for eight restless and relentless years has made the job he hands over to Salinger one of the most important in the free world.

"Hagerty is just about the greatest technician that ever came down the pike," Salinger said admiringly before their meeting.

But whatever tips Hagerty passed along to his 35-year-old successor, Salinger had already learned the big lesson—that his most casual words henceforth must be chosen with the utmost prudence and precision.

That is the sobering difference between being press agent for a political candidate and being the Press Secretary to the President, an office without sanction in the Constitution, definition in Federal statute or even adequate space in the White House—the news tickers are in a toilet.

• In his role of press spokesman for Senator Kennedy, first as a candidate for the Democratic nomination and then throughout one of the hardest-fought Presidential campaigns in history, Salinger did very well indeed.

If he had goofed, he would hardly have been one of President-elect Kennedy's first official appointments, for the Senator is notably unsentimental when it comes to proficiency. Salinger originally was recruited by younger brother Robert F. Kennedy, who often acts as a talent scout for his team.



Pierre Salinger gets a few pointers from James Hagerty, at right, on how to handle the difficult job of the President's Press Secretary. The two men conferred after the election in Hagerty's office.

Salinger got into the press secretary business by a sort of invisible evolution, and his whole career has something of this unplanned but fated quality about it. His talent and inclination, whether in journalism or politics, leans heavily on the gumshoe side.

He even looks like a police reporter's image of a typical private eye—or a private eye's ideal of a typical police reporter—a visual impression greatly enhanced by the omnipresent cigar. He talks rapidly and in short bursts, like a burp gun. But the "tough guy" is more pictorial than real.

- In person, Salinger is a quiet, competent and perpetually-in-motion man who might be friendlier if he had more time and more organized if he had another idol.

There is no doubt who Salinger's idol is, however. His loyalty is so fierce—more passionately Gallic than the tight lipped temperament of other aides—that he sometimes leaps to Kennedy's defense as prematurely as the wicked flee when no man pursueth.

This emotional touch of censor, which infects every "true believer" but can be fatal in public officials, stems from a personal relationship between Salinger and his boss which is perhaps closer even than that Hagerty has enjoyed with his. But the bosses are such vastly different types it is all but impossible to compare the performance of their press secretaries, though inevitably it will be tried.

Salinger stands out with the distinction, which may or may not be enviable, of serving a President who was a newspaperman once himself.

- President-elect Kennedy at one time felt cut out for a writing career, and even after abandoning it for politics he managed to win a Pulitzer Prize for his skill with words. It will not be easy to instruct him in press relations—nor has he shown any such need.

Kennedy's time as a reporter was limited to a brief stint with *International News Service* covering the founding of the United Nations (after recuperating from his wartime back injury) in Salinger's home town of San Francisco. As a Senator and Congressman, Kennedy has maintained an easy and casual relationship with scores of working newsmen who—at least until last November 8—never called him anything but "Jack." (Who ever addressed Mr. Eisenhower as anything but Mr. President, General, or Sir?)

- This helpful informality stood Kennedy in good stead during his campaign. Unless he undergoes a striking personality change upon taking the inaugural oath he is likely to make occasional conversation with whatever reporters happen to be within earshot. Ask him a civil question and you get a responsive answer, but the first time one makes a world-wide exclusive it is going to give Pierre an awful headache.

Hagerty had the advantage of play-

ing high priest for the press corps and except for irregular Wednesday press conferences it was the Press Secretary alone who entered into the holy of holies and emerged with the revealed word. This he imparted truly, tidily and above all simultaneously to reporter friend and foe alike.

- Salinger will be different—how different it is too soon to say. Most newsmen covering the Kennedy campaign praised his performance, but they disagree drastically in their estimates of his personality. One found him cool, calm and collected and another most mercurial and given to the hip-shooting for which his boss was blamed. I found him fair, fast, extremely hard-working, considerate of newsmen's needs and generally reliable unless his boss crossed him up.

One likely difference in the new administration will be even more elaborate privileges for television, which is understandable considering Kennedy's belief that he could not have won without it. Hagerty let the electronic camel's head into the tent by permitting filmed press conferences, and Salinger is now pondering live telecasts of White House press conferences during prime evening time.

These hours will not please newspapers nor their Washington correspondents, who will have to rehash old stuff for morning readers. But they concede Salinger is smart to take continuing advantage of the President-elect's telegenic appeal as demonstrated in the

(Turn to page 18)

BEHIND THE BYLINE

In 1958 **Robert T. Hartmann** received Sigma Delta Chi's award for distinguished service in the field of Washington correspondence for his stories which resulted in a Congressional investigation of the practice of financing secret public opinion polls from federal funds appropriated for other purposes. A native of South Dakota, he moved as a boy to California, was graduated from Leland Stanford University and joined the staff of the *Los Angeles Times* as a copy boy in 1938. In World War II he served as a press officer with the Pacific Fleet and is now a Captain in the United States Navy Reserve. Since 1954 he has been chief of the Washington Bureau of the *Los Angeles Times*. He has covered the 1956 and 1960 Presidential campaigns traveling with President Eisenhower at home and abroad, and with Vice President Nixon in Russia and South America. A member of Sigma Delta Chi, he now lives in Maryland with his wife and two children.

Traffic Court Goes on The Air

By SANFORD MARKEY

"TRAFFIC COURT"—history-making re-broadcasting of cases from the Parma, Ohio, Traffic Court—began at one of those luncheon meetings so familiar to newsmen.

The Cleveland Safety Council's Special Committee combating traffic deaths was holding a joint emergency meeting with the Safety Committee named by Mayor Anthony J. Celebrezze. Their problem: how best to cope with the rise in fatalities.

Across the table, the usual proposals: "We must have a hard-hitting drive to attract attention," said one jurist.

"We must have stiffer law enforcement," commented one suburban police officer.

"We must have fuller cooperation and an all-out drive by all media of communication. But it must be different," declared the Coroner of Cuyahoga County which embraces Greater Cleveland.

• "All this has been done time and time again," injected George P. Allen, judge of suburban Parma's Traffic Court. "Both motorists and pedestrians have heard traffic slogans, have experienced temporary crackdowns for violations, but the toll of those killed on the highways continues to mount. Somehow we are not reaching the man behind the wheel while he is driving. We are not impressing the pedestrian and motorist that when we talk traffic safety, we mean *him*. All too often he thinks it is the other fellow."



The actual proceedings of Judge George P. Allen's Parma, Ohio, Traffic Court are taped by KYW engineer, John Marinko (left), each Tuesday morning. The tape recordings are then edited into a half-hour show re-creating a day in court with a balance of types of cases. Court Deputy Bailiff Howard McGinty is seated in the center.

I had been invited to participate in the discussion as a representative of Cleveland station KYW Radio and Television. Judge Allen's remarks about reaching the man behind the wheel began a chain reaction sparked by my offering KYW facilities to broadcast actual cases.

Members of the two committees, including many judges, took the matter under consideration, but felt this might violate the Canon 35 ruling on photographs in court as well as broadcasting and telecasting directly from the courtroom. Judge Allen, however, allowed this probably would not be the case

if re-broadcasting would be a community benefit and if the action did not: 1) Interfere with the decorum of court procedure. 2) Violate the personal rights of any person appearing before the court. 3) Impair the effectiveness of the court.

• After meetings and discussions, Judge Allen approved taping of cases and on April 5, 1957, KYW Radio presented "Traffic Court," a half-hour segment of "Program P.M." with Bud Wendell as host, and Gil Faggen and later John Wellman as producer. "Traffic Court" was an immediate success for community traffic education as well as bringing to listeners the actual proceedings of the court—a side-light that has scored with resounding acclaim.

On May 13, 1959, "Traffic Court" went off the air when the Committee on Professional Ethics of the Cleveland Bar Association ruled that "Traffic Court" violated Canon 35. A series of meetings and hearings between Judge Allen and bar committees followed, with the issue resolved in June, 1960 when the Board of Commissioners of Grievances and Discipline of the Ohio Supreme Court ruled Canon 35 does not apply to the tape recording of courtroom proceedings for re-broadcasting. Until the ruling, Judge Allen had faced a series of possible actions including disbarment proceedings by the Cleveland Bar Association.

However, the significant and forward-looking decision by the commis-

BEHIND THE BYLINE

Sanford Markey, newspaperman turned broadcaster, has been in radio and television for over sixteen years. A graduate of Columbia University School of Journalism, Markey was a reporter for *International News Service* and the *Cleveland News* before going with the Cleveland NBC stations in 1944 as news editor. He later served as news director for the Westinghouse Broadcasting Company stations, KYW Radio and KYW-TV, and this year was named Director of Public Affairs for KYW. A world traveler and writer, Markey has written over 100 articles used by King Features Syndicate and other publications.



SANFORD MARKEY

sioners not only cleared the jurist, but paved the way for program resumption.

Welcoming the ruling, Carl Vandagriff, KYW General Manager, said: "Traffic education is one of the vital steps in community education and public service. This decision is a forward step in permitting the radio industry to move ahead in meeting community problems. 'Traffic Court' has helped to reduce traffic accidents and has helped educate the public in how its courts work."

- In recording each Tuesday morning's session, two microphones are used, a BK1A and an Electro Voice 644 Sound Spot. One is placed to pick up the judge and the other the defendant. The microphones as well as the Ampex recorder, the engineer and the producer are in full view of everyone in the courtroom.

In opening the court, Judge Allen announces that the reportorial fraternity has the right to cover the court hearings in the "interest of traffic safety. Should any defendant have an objection, the court will give full consideration to the defendant's request."

"In the two years of recording cases," said Judge Allen, "there has been a negligible number of cases in which a defendant or the defense attorney has requested that the case, if selected, not be broadcast."

"The important thing to remember is that we are bringing to the citizens of the community a lesson not only in traffic education, but in the operation of his court, a court that over the years he has grown to fear only because he is unfamiliar with its operation. Through broadcasting actual hearings

with the people involved, the citizen knows this is no simulated plea with actors, script, etc. This is court as it is, as it would affect him were he to be arrested for a traffic violation."

- Judge Allen is well aware of the effectiveness of the broadcasts. One of the major traffic offenses in suburban areas has been passing of a school bus during school hours. Time and time again, this type of arrest jammed the court docket. "Today," said Judge Allen, "the number of motorists arrested for passing a school bus while the bus is loading or unloading children has dropped to a minimum in Parma. I credit this to the fact that motorists, while driving, heard the actual cases on the air and learned a valuable point of traffic education."

Judge Allen has also noticed a decided drop in traffic fatalities in Parma, and he is confident that re-broadcast of cases in the evening, serves as a reminder to the motorist to watch his speed, to pay closer attention to his driving, and to observe traffic laws.

"The driver probably says to himself, 'There, but for the fact I'm observing the law, go I,'" commented Judge Allen.

In setting up re-broadcast time for "Traffic Court," both the judge and KYW recognized the full value of nighttime radio. For almost eighteen months, "Traffic Court" was played twice weekly, once on a weekday night,

and then repeated Sunday so that weekend drivers could also hear it.

- During a morning session, as many as seventy cases are taped. They run the gamut from missing license plates and noisy mufflers to driving while intoxicated and hit-skip. Time for a case may run from sixty seconds to over seven minutes.

In putting a half-hour program together, the most important factor is the retention of the pulse of a day-in-court. If the docket veers heavily towards one type of traffic offense, this is reflected in the re-broadcast, although a cross-section of traffic cases is the objective.

Besides the actual cases, Judge Allen provides a brief opening and closing statement pertaining to the most prominent traffic problem at the time of taping and this is generally included in the broadcast. The edited half-hour program is broadcast the following Tuesday night as a part of KYW's "Program P.M.," a ninety-minute show aired each Monday through Friday evening and hosted by Carl Stern.

- The program has won for KYW the Alfred P. Sloan Award and the 1957 Twyla M. Conway Award of the Radio-Television Council of Greater Cleveland. Now that it is back on the air, "Traffic Court" is once again receiving a significant number of complimentary letters and cards each week.



Parma, Ohio, Judge George P. Allen (left) listens to the taped proceedings of the morning's traffic court with John Wellman (center), KYW producer-director, and John Marinko, KYW engineer. The entire session is recorded by the Cleveland station, then skillfully edited into a fast-paced half-hour show, "TRAFFIC COURT," and aired each Tuesday evening during the station's "PROGRAM P.M." feature.

How Beginners Fare on Newspaper vs. Magazines

By DAVE L. LENDT



DAVE L. LENDT

MANY undergraduate journalism students do not seem to know of the opportunities in the three major editorial fields: Newspapers, magazines and house publications (house organs, industrial publications and employee publications). Because of this lack of information, a survey was taken in February, 1959. The purpose of the survey was: (1) to inform the undergraduate journalism student of the employment situation in the three major fields and (2) to inform the representatives of the three fields of their comparative positions in various areas.

The areas considered were beginning salaries, salary compared to size of publication, number of journalism graduates on staffs, beginning positions, value of experience on college publications, importance of college grades, and working hours and days per working week.

- Generally, newspapers offer the beginning college graduate the lowest pay of the three fields surveyed. Magazines pay slightly higher beginning salaries while house publications offer much higher salaries to beginning employees. (See Graph I.)

In addition to the evidently higher wages paid by the house publications, 25 per cent offered beginning salaries between \$100 and \$109 per week.

The house publication seems to have its drawbacks, however. As one such editor said, "Most house organ editors are still underpaid and overworked, but their status is improving all over the country." Another editor noted, "In an economic crisis in a business organization, the house organ, although it performs a vital function, is the first to go."

Some newspaper editors feel their publications offer rewards more important than money. The news editor of a large midwestern newspaper said, "The impelling reason for working for a newspaper must be that you *want* to work for a newspaper. If you are looking for a well-paid sinecure, plus pres-

tige and kudos, you're barking up a mighty barren tree." Another newsman said, "The newspaper profession needs dedicated, as well as talented men. Opportunities are unlimited in the writing field. A beginning reporter should be a good typist, a good speller, have a broad educational background, be dedicated to the basic principles of freedom and fair play and have an intense curiosity about people, places and things. Honesty and integrity are equally important."

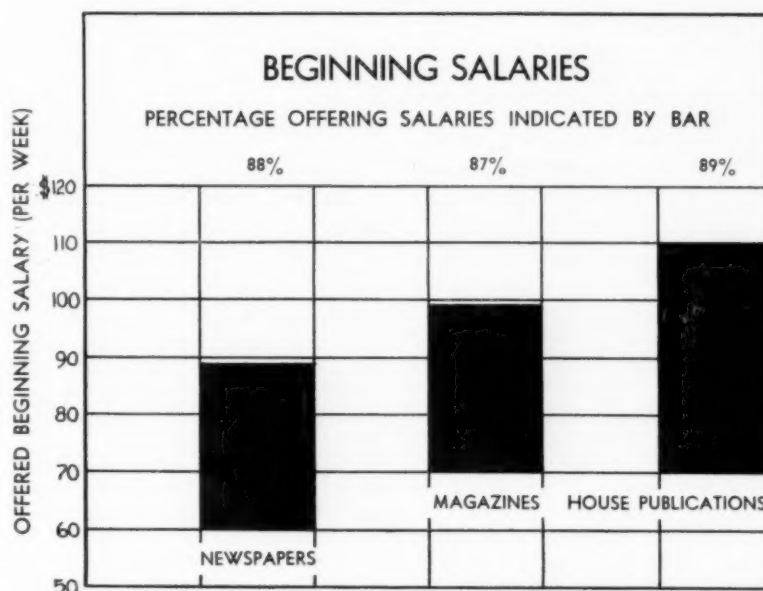
In another area, a house publication editor reported, "I have worked for newspapers, radio and television. The house organ is less hectic and generally more rewarding both emotionally and financially."

- Other respondents had complaints to make concerning college graduates. A publisher remarked, "My personal experience with college graduates has been that the majority feel they know it all, that immediately they are an as-

set to a newspaper when actually they aren't, and they are not aware of the fact that there is a big difference between theory and actual business practices." The editorial director of a well-known magazine said, "Frankly, I have been somewhat critical recently regarding the inadequate counseling provided journalism students. Some people are manifestly better suited for newspaper work than for magazine or public relations positions, and I am disappointed that our universities do not offer more advice in this realm. Incidentally, the instruction provided in magazine jour-

(Turn to page 16)

GRAPH I





GENE BALLIETT

Still Slaying Dragons

Newsday's First Two

By GENE BALLIETT

THE crossword puzzle in the maiden edition carried the answer to the previous puzzle, and someone counted 348 typographical errors within those thirty-two pages. But September 3, 1940, waned and the first, hesitant issue of that sassy new paper, *Newsday*, was being read in 11,000 Long Island homes.

Jim Stiles, who published the *Review Star*, took one look and allowed that the newcomer might last three months. On that day in 1940, when *Newsday* advised that Winston Churchill "has pledged that the British Empire will never surrender or scuttle the British fleet in case the British Isles are defeated," Jim Stiles did not guess that the *Review Star's* days were already numbered.

Twenty years later, *Newsday*—"scrappy" (*Time*), "crusading" (*Life*), and "essentially serious-minded" (*Saturday Evening Post*)—was to look back to that first edition with a chuckle, note that circulation had climbed to 325,000, and renew the promise made in that first edition:

"Our first, second and final object is to present the news. That is why *Newsday* is our slogan as well as our name. If we present the news honestly, we know we will have readers. If we have readers it will be profitable for advertisers to use our columns whether they agree with our policy or not."

• That's a mighty independent (and successful) attitude. You need not search for long to find a retailer who will cuss *Newsday* ad executives for their take-it-or-leave-it attitude, but even the most vociferant admits that he needs *Newsday* perhaps even more than *Newsday* needs him. He is willing

to pay *Newsday* full rate for space he can get cut-rate elsewhere because he knows he's getting just about what he pays for. Day for day, *Newsday* leads New York dailies, city and state, in advertising lineage.

The smart money in those early days was being laid ten to one, but *Newsday* surprised. It survived. Why? Editor-publisher Alicia Patterson sums it up in seven words: "We won the respect of our readers."

• On the way to winning this respect, *Newsday* fashioned its image as a liberal, serious and internationalist-minded newspaper that is capable of slaying an occasional dragon in its own back yard. At its urging, its readers have bounced rascals from office and destroyed corrupt political machines, jailed racketeers and cleaned up nursing homes. It has been awarded three Polk awards and a Pulitzer Prize. Its distinctive format has helped it win seven Ayer awards. Its photographers win prizes with regularity, and its reporters' and editors' novels get published. "We challenge any paper anywhere for guts and integrity, loyalty and brains," says Miss Patterson.

As great newspapers go, twenty years is nearly no time at all, but that's all the time *Newsday* has had available to become the nation's fourteenth largest afternoon daily. Bob Zellner, the sports director now, recalls the early days when "the staff was a mixture of young fellows who knew little, but tried, and old ones who knew too much, especially the direction of the nearest bar." Printer Sam Katz remembers when the composing room counted seventeen employees and eight Linotypes which were housed, with editorial and

all the rest, in a garage. So few ads were sold for the first Christmas edition, Sam recalls, that the space problem—"too damned much of it"—was met "by publishing a page filled with the names of *Newsday* employees." Joe Curley, who is now production chief in composing, remembers that "the day we locked up the first 128-page paper was a big one. Now, we think the bottom has dropped out of everything if we don't have 136 or 144 pages." An edition of last October 11 contained 280 pages.

Obviously, problems have been many. These include a novice staff, expenses, distances within the home-delivery area, and, in the first crucial years, wartime shortages and undeveloped business sense. Her newspaper idea had seemed

BEHIND THE BYLINE

Readers of *THE QUILL* will remember Gene Balliett as the author of "Newspaper of the Future," which appeared in the October, 1959 issue. He is now a copy editor for *Newsday*, is married and has two children. He was graduated from Ohio State University with a journalism major. From 1950 to 1953 he was a public information specialist for the United States Air Force at Enid, Oklahoma, Fairbanks, Alaska and Montgomery, Alabama. In 1954 he joined the staff of the Hamilton, Ohio, *Journal and Daily News* as a reporter-photographer. From 1956 to 1960 he was on the staff of the Cincinnati, Ohio, *Enquirer* as a copy editor, news editor of the Kentucky edition, and assistant news editor. He is a member of Sigma Delta Chi.

KENNEDY IS THE WINNER

Nixon Concedes Victory; Minn. Vote the Clincher

(Story on Page 3)



THE WINNER. John F. Kennedy, now President-elect, smiles with his daughter, Caroline, this morning at his Hyannis Port, Mass., home while awaiting the final outcome of the close election between him and Vice President Nixon. Both candidates received more

until early this afternoon when Minnesota's 11 electoral votes went to Kennedy to assure his victory. Moments later, Vice President Nixon conceded the election and President Eisenhower announced that he had sent a congratulatory telegram to Kennedy. (Nixon photo on Back Page.)

Front page of *Newsday* showing how the newspaper played the election of John F. Kennedy on the day after the election.

Decades

so suddenly immense and foolish that Miss Patterson "wanted to give up the whole idea" only days before the first font of type had been purchased, says her husband and *Newsday's* president, Harry F. Guggenheim.

• "Her dominant characteristic was an urge for complete freedom of choice and of action," he has related. "I wonder if at that moment of decision she did not foresee the utter devotion and, indeed, dedication to a newspaper that would embrace all of her future life." However, Harry Guggenheim, never one to quit anything once started, put his foot down. "I told her we had started this job and we would have to finish it." They carried on, they purchased the offering of second-hand equipment (for \$50,000), and they leased the reconstructed garage.

The next crisis came as the pace of the war in Europe quickened. Jackie Cochran needed still more women fliers for her bomber-ferrying squadron, and Alicia, a pilot, was ready to join. But she did not know Harry had already rejoined the Navy's air arm and was soon to be off for his first World War II command, at Mercer Field. Thus, Alicia had to stay home and mind the business.

Manpower, newsprint and other shortages threatened the paper's life. *Newsday's* bright youngsters and crafty old men, however, were equal to trickery. Circulation's Jack Rovegno, for instance, figured a way to cope with gasoline rationing—he installed truck tires on the rear of a Model A Ford so that it "always seemed to be running downhill."

At war's end Guggenheim returned

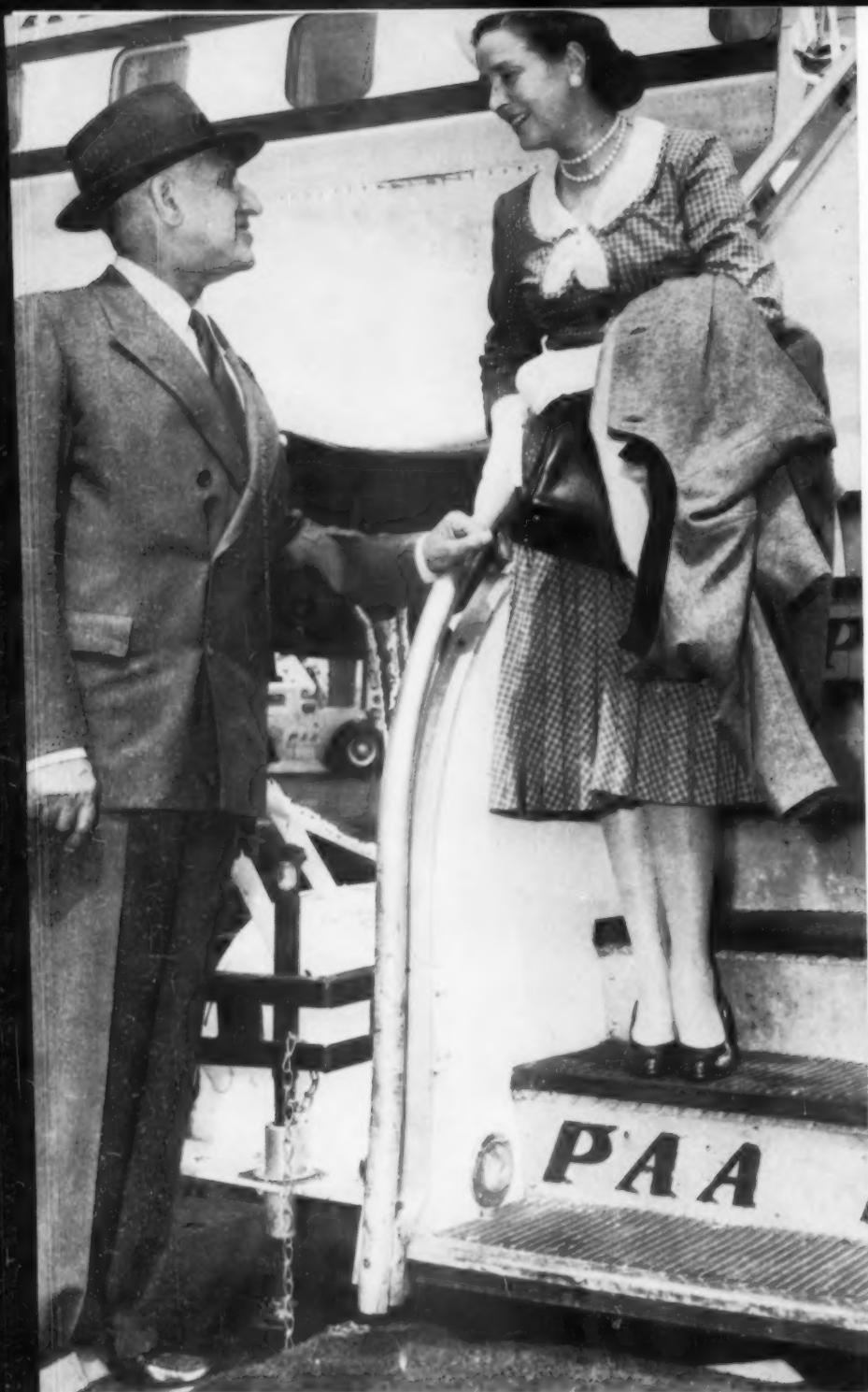
to find that he had invested nearly \$750,000 and that the paper was in debt. "You people have been running a great paper around here, but you've been running a mighty bad business," he stormed. He set out to make sense of the neglected business end of the operation, and soon came to suspect how it was that editors have gone broke and newspapers have fallen into the hands of bankers, trusts and chains.

• The distance factor remains today a major difficulty, as well it might to anyone trying to put newspapers on a line of porches extending 110 miles. It's a distance approximately equal to that between Denver and Cheyenne,

Birmingham and Montgomery, or Cincinnati and Columbus.

Hustle and imagination have helped speed the delivery task, and new equipment and frequent expansion have streamlined production. The new plant was opened in 1949 near the middle of Nassau County; it since has grown at the rate of one new building or wing a year. The greater half of the circulation area, Suffolk County, lies to the east (and its population has just begun to boom). No one can quite yet guess what growth in Suffolk will mean in terms of expansion at *Newsday's* facilities in the heart of Suffolk, at Ronkonkoma.

Newsday's distinctive format, the de-



Harry F. Guggenheim, at left, president of *Newsday*, and editor and publisher Alicia Patterson at Idlewild Airport as Miss Patterson was leaving on a tour of the Middle East for a series of articles for the newspaper.

sign of the late artist-photographer Fred Hauck, is, perhaps, the paper's best-known feature within the trade. *Newsday* is just a little larger than *Life* magazine, and looks a bit like a magazine—certainly not like the usual newspaper. Its centerfold art layouts

would do many a magazine proud. Editorial content is presented for the most part in one and one half and two column measure; headlines, two, three, five and an occasional one and one half. Ads are stacked until they become full pages, thereby offering editorial the

layout advantages of open pages, and are never banked.

The tabloid size prompted Miss Patterson to comment editorially in that first edition in 1940: "There is a general impression that tabloids are sensational. However, we still like the tabloid size and we don't see why it has to be any more sensational than a standard size paper. We like it because it is a great deal easier to handle and because it gives us a better chance for news, advertising and picture display."

• Amusements and sports are tucked away with classified in a center section—and if a center section, in a tabloid, seems an unlikely possibility, consider the obvious, as *Newsday* did: you turn it upside down.

Newsday grows because it has had the imagination and ability to assume community leadership in two burgeoning counties, thirteen townships, two cities, and ninety-one incorporated villages. The area's growth reflects *Newsday's*. "Nassau and Suffolk were rural baronies twenty years ago," Miss Patterson advises. "Enormous estates occupied acreage where now thousands of human beings live. Then, all at once an awful lot of people got smart and decided that they were tired of the city pavements and the cramped quarters of city apartments. So they moved out here to green grass and wide skies. These pioneers were young and hopeful as we were. They liked the cut of our jib and we like the cut of theirs. It has a love affair from the beginning."

Newsday: vital, creative, prosperous. Complacent? Hardly. Says Miss Patterson today:

"We don't kid ourselves that we are St. George or Sir Calahad or that we have cornered the market on newspaper acumen. That way lies the thickened waistline and the hard arteries that some of our colleague newspapers have fallen heir to."

• The first twenty years are now so much morgue. *Newsday* does not often pause long enough to look behind, for what's ahead always seems too exciting. And now that *Newsday* is well into its twenty-first year, just what *does* lie ahead, Alicia Patterson?

"We want to grow bigger, but far more we want to grow better and wiser and stronger. We want to slay the evil dragons and rescue ladies in distress. We want to keep our ideals always shined up and our courage high. And we want to remember that even the best mousetrap can be improved."

Long Islanders' roots go back a long way, well into the precolonial era, but not often have even they seen such cussed independence or such an exuberant will to excel.

Maybe newspapers haven't, either.



BERNARD KILGORE



DR. FRANK STANTON



ISAAC GERSHMAN

Sigma Delta Chi Honors Four Distinguished Journalists

FOUR distinguished American journalists have been honored by Sigma Delta Chi. At the recent national convention of the professional journalistic society in New York City, James S. Copley, chairman of the Copley Press, Inc., with headquarters in San Diego, California, was elected national honorary president for 1960-1961.

Named as Fellows of Sigma Delta Chi by the convention are: Isaac Gershan, managing editor of the *City News Bureau* in Chicago; Bernard Kilgore, president of the *Wall Street Journal*, and Dr. Frank Stanton, president of the *Columbia Broadcasting System*.

The new national honorary president succeeds Frank J. Starzel, general manager of the *Associated Press*. A native of New York, he was graduated from Yale University in 1939. In his active newspaper career he has served in a number of executive capacities and has been chairman of the *Copley Press, Inc.*, since 1958. The *Copley Press, Inc.*, owns newspapers in Illinois and California, including the *San Diego, California, Union and Evening Tribune*.

During World War II, Mr. Copley served in the United States Navy from

1942 to 1946. He is married and has three children. He makes his home in La Jolla, California.

The Fellows Nominating Committee, in presenting the name of Isaac Gersh-



JAMES S. COPLEY

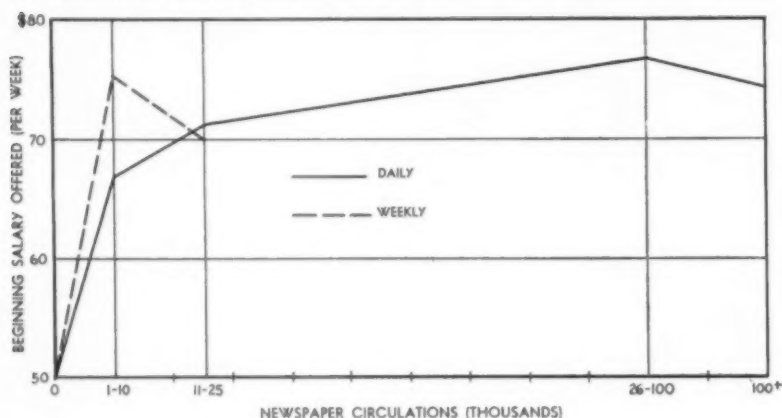
man, cited his outstanding record as managing editor of the *City News Bureau* in Chicago, his "significant accomplishments through the training and inspiration of others" and for his innovations in the coverage of news for both the printed and the electronic media.

Last November 17 the Chicago Press Veterans Association honored Mr. Gershan as the "Press Veteran of 1960." In paying tribute to him those who had worked with him and for him through the years recalled his forty-four years of work for *City News Bureau* as a reporter, rewriter, city editor and for the last thirty years as managing editor and general manager. It is estimated that he has trained more than 1,800 men and a number of women during his long service. Among his accomplishments are listed the starting of the *City News Bureau's* sports coverage, the establishment of the radio-television division and plan for covering Chicago elections. A native of Indiana, he worked as a reporter, columnist and cartoonist for the *East Chicago, Indiana Daily News*, before joining the *City News Bureau* in 1916.

(Turn to page 22)

GRAPH II

COMPARISON OF AVERAGE DAILY AND WEEKLY NEWSPAPER SALARIES



Beginners' Salaries

(Continued from page 11)

nalism is generally meagre and mediocre in my judgment."

As might be expected, daily newspapers with small circulations pay smaller beginning salaries than larger dailies. However, this trend continues to a point after which the salaries decline as the circulation figures increase. (See Graph II.)

Weekly newspapers in the 1,000 to 10,000 circulation-range offer an average \$8 per week more to the beginning journalism graduate than do the daily newspapers of comparable size.

- Smaller magazines (under 50,000 circulation) pay an average \$20 more per week to the beginner than do the larger magazines (over 50,000 circulation).

Salaries offered by house publications, on the other hand, seem to rise as the circulation figures increase.

Although newspapers pay lower initial salaries, they evidently hire more journalism graduates to work on their editorial staffs than do either magazines or house publications. Most surveyed newspapers hire 26 to 50 per cent of their editorial staffs from among journalism graduates while only one of the 200 magazines and four of the 200 house publications surveyed indicated this percentage of college graduates on their payrolls. (See Graph III.)

Other comments made on questionnaires indicated that many house publication staff personnel are public relations workers who have earned college degrees in fields other than journalism.

A newspaper employee remarked, "We have a great many men on our

news staff who are not college graduates, but in most cases these are veterans with qualifications beyond a mere diploma."

A college journalism graduate beginning to work for a newspaper may expect to be a reporter, at least for a

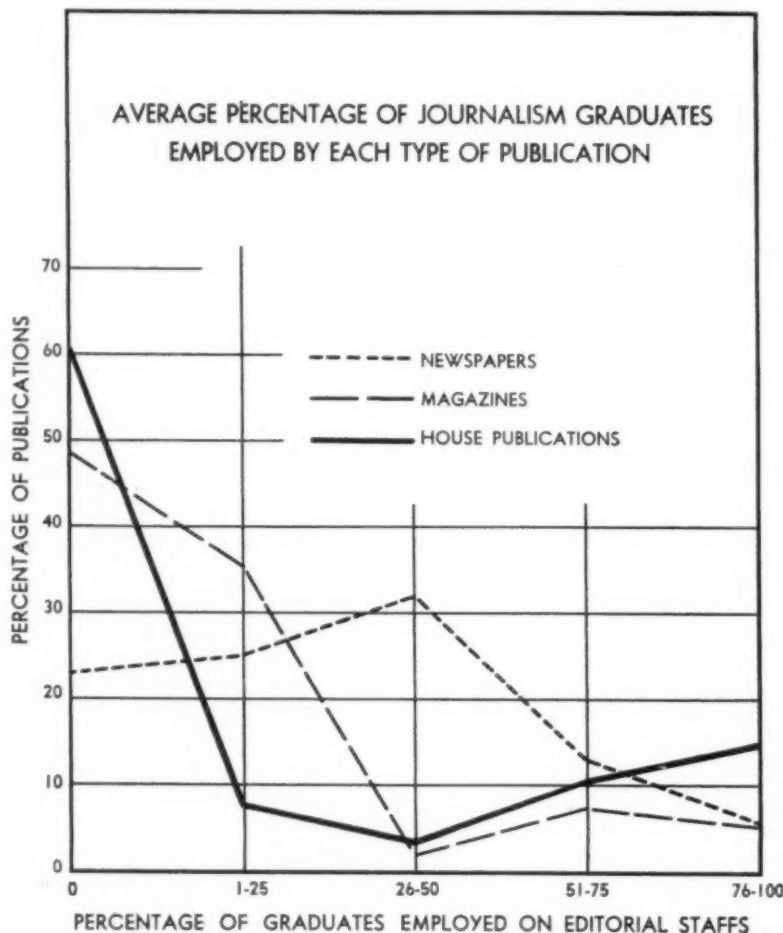
while. Eighty-nine per cent of the newspapers surveyed indicated that general reporting would be the graduate's first assignment. Two larger papers reported that the journalism graduate would begin at the bottom. One said that he would begin as a copy boy "carrying glue-pots."

- Sixty-six per cent of the magazines said that the newcomer would be installed as an "assistant editor." The duties described for such a job varied with the magazine, from taking photographs to accepting and rejecting unsolicited manuscripts. Only two magazines indicated that the journalism graduate would begin as a writer.

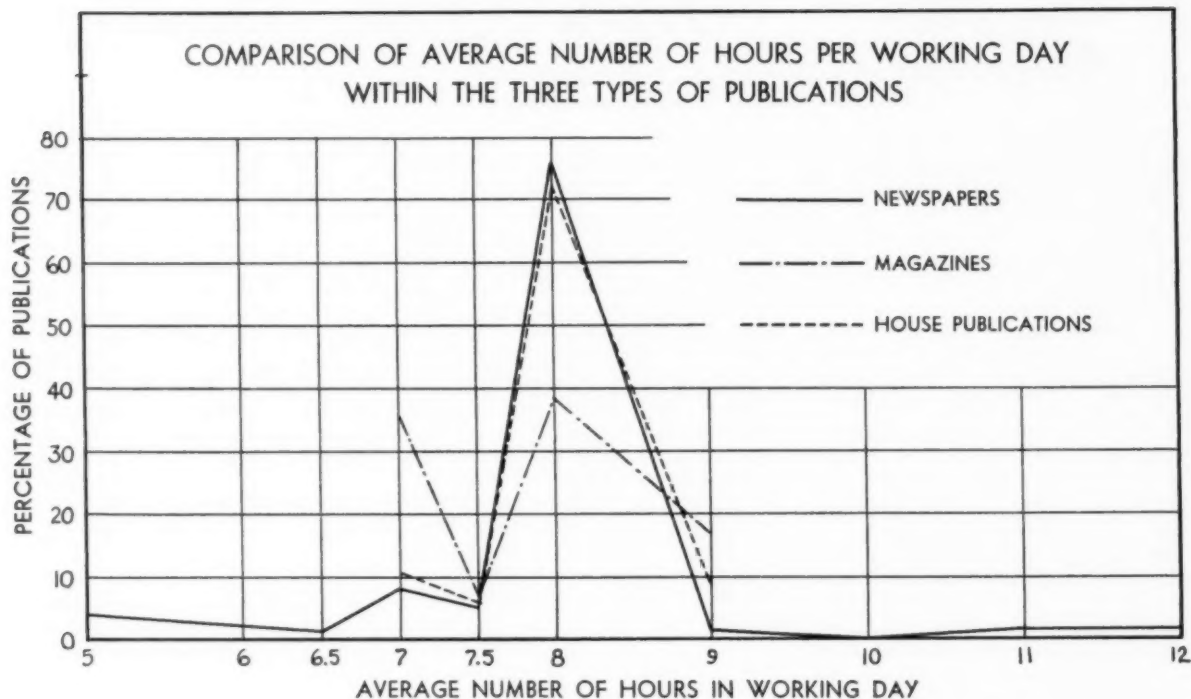
House publications, for the most part, said the beginner would be an "assistant editor" or an "editorial assistant." Since so many house publications are put together by so few persons, the duties here are also varied. As one respondent claimed, "I am the editor, business manager, artist, layout man, copy reader and janitor." According to additional remarks an editorial assistant might well expect to perform any

GRAPH III

AVERAGE PERCENTAGE OF JOURNALISM GRADUATES EMPLOYED BY EACH TYPE OF PUBLICATION



GRAPH IV



or all of these jobs in addition to taking photographs, reporting and helping in any other way possible.

"A beginning college graduate would begin in the same place as a beginning non-college graduate employee," said one respondent, "until he proved that he earned his degree by some means other than sheer memorizing."

It would seem, then, that the college journalism graduate entering any of the three major fields (except on very small publications) may as well plan to "start at the bottom."

- Of the magazines surveyed, 63 per cent considered college grades to be of negligible importance in relation to other qualifications. Nearly half the newspapers gave the same response and 35 per cent of the house publication respondents concurred.

A newspaperman said, "It's possible that a man with perfect grades could be an educated fool. It's also possible that a man with average grades could be a ball of fire, with drive, energy, intelligence and all the other things that go to make up a good newsman." Another said, "We don't want a brilliant introvert." A magazine editor remarked, "Practical magazine experience is of more importance than college degrees."

Representatives of newspapers, magazines and house publications alike seem to believe that experience gained from working on college publications is valuable to them and is, therefore,

valuable to the journalism graduate looking for a job.

Eighty-eight per cent of the newspapers, 82 per cent of the magazines and 89 per cent of the house publications indicated that this experience was valuable.

One newspaper editor said the experience "certainly is valuable" in that it is often the "only experience he (the college student) can get." Another said, "I would replace the word 'valuable' with 'necessary' to make my response accurate." However, four magazine editors stated that college editorial experience was of no value to them and many respondents qualified their affirmative answers by noting that the

type of publication work experienced would make a difference.

Little difference in working hours was found among the three types of publications studied. Seventy-five per cent of the newspapers and 72 per cent of the house publications reported a working day of eight hours. Magazines, however, approximately halved the 72 per cent figure between seven- and eight-hour days. (See Graph IV.)

- Although most respondents for each type of publication indicated a five-day work-week, 44 per cent of the newspapers reported a working week of more than five days while only 8 per cent of the magazines and 12 per cent of the house publications reported more than five days in a working week.

The questionnaire, by means of which the survey was conducted, contained a section which, if answered, would assure the respondent of an abstract of the results of the study.

More than half the respondents wished this information. Fifty-one per cent of the newspapers, 43 per cent of the magazines and exactly half the house publications respondents requested the abstract.

Because of existing circumstances at the time the survey was taken, only gross tabulations were made of the responses. However, additional work may be done with the information gained from the questionnaires, especially in the area of deriving correlations from among the various responses.

BEHIND THE BYLINE

A native of Grand Island, Nebraska, **Dave L. Lendt** was graduated last November from Iowa State University and is now news editor of the Anamosa, Iowa, *Journal* and the Anamosa *Eureka*. Last summer he worked as news editor for the *Hardin County Times* and the *Iowa Falls Citizen*. In the university he served as managing editor of the *Iowa State Daily*, and editor of the *Green Gander*, campus humor magazine. He received the Hazel Beck Andre journalism scholarship and a three-year Journalism "I" Award. During his last year on the campus he was secretary of the Sigma Delta Chi chapter. He is married and has a year and a half old daughter.

New Press Secretary

(Continued from page 8)

Nixon-Kennedy debates. One may hope, however, that both the questions and the answers will be sharper.

It was by asking sharp questions himself that Salinger started along the circuitous trail to the White House. Though, like Kennedy, he served as a young Naval Reserve skipper in World War II—taking command of Submarine Chaser 1368 at age 18 and winning the same Navy and Marine Corps medal awarded Kennedy for rescue exploits in a typhoon off Okinawa—their courses never crossed in the wide Pacific.

- Pierre returned from the wars like many other old men of 21 and went to work for the *San Francisco Chronicle*, which had hired him as a night copy-boy for the two prewar years he attended San Francisco State College. He soon starred as an eager-beaver crime reporter and after five years of getting himself jailed to write exposés and digging into bailbond scandals and labor rackets he was made a night city editor at 26.

Salinger must be heartily sick of sketches recalling that he was a child prodigy pianist who gave his first concert at age six, promising a career from which his parents diverted him in the apparently vain hope he would lead a "normal" life.

His father, Herbert Salinger, has died and his mother, Jeanne, lives in Carmel, California. From her, Pierre inherited a journalistic bent—she once edited a French newspaper in Saigon—but not much linguistic skill. French correspondents who have tested Salinger confide that his French is "lousy" even though his grandfather, Pierre Bietry, was for many years a member of the Chamber of Deputies in Paris.

- Politics is Salinger's real love. He cut his teeth on it during the ill-fated campaign of Democrat Richard Graves for Governor of California in 1954, and was Adlai Stevenson's press officer in California during the 1952 campaign. But by 1956 Salinger was midway in what seemed like the big break of his reportorial career. He had left the *Chronicle* to become a contributing editor of *Collier's* magazine, blithely unaware it would fold within a year.

At *Collier's* Salinger continued along his investigative path. He went after an exhaustive exposé of Teamster Boss James Hoffa—and that is how he happened to visit Washington and talk with Robert F. Kennedy, another 31-year-old

From Quill Readers

More on Ethics

To The Quill:

Norman E. Isaacs' article on relations with news sources is a good start in a probe of a vexing problem to much of the press, I am sure. As a relative newcomer to Washington reporting, I've thought about the problem a bit, and I find that the way is not as clear as Mr. Isaacs would show it.

Of course, any gratuity which affects a newsman's objectivity is bad. Unless he gets angry at an attempted bribe and throws it back in the briber's face. Still not good if the reporter has a grudge which shows in his writing.

This morning I had a note from the Public Information office at Los Alamos. Following a recent tour I had of the labs there, they are sending me a Trinitite sample as a souvenir. I doubt this is a bribe, and of course I expect to be totally unaffected by it in my writing. I will have a feeling of appreciation for the people there, part of my appreciation for their courtesy in showing me their interesting, newsworthy laboratory.

We have had far-flung tours at the expense of the military services. These are quite nice, far more alluring than cases of whiskey. Most of the mileage has not been along commercial air lines where we could have paid our way. They were in the search of what I like to feel was legitimate news, not always front page, but still news.

I have paid my way, to the last mile and last cup of coffee, to the Nevada

Test Site to view atomic tests. I have enjoyed a private power company tour of atomic reactors, all expenses paid. I feel I can write with equal objectivity of either activity. Maybe I won't be invited back.

I have eaten promotional salads served in the Senate Dining Room. I couldn't tell you now who served them. I didn't write an inch. I have never taken a free trip to Florida and paid for it in my reporting. I never expect to get a case of booze for which I am to be nice to some Representative. I hope friendship never leads me to ignore news.

GORDON E. WHITE
Washington Bureau
The Chicago American

To The Quill:

I was delighted to learn in the September *QUILL* that critics have their problems and had unburdened them on Leo Mishkin to tell the world about them.

Most of the critics looked as if their work had aged them terribly. Oddly, this did not seem to apply to Mr. Mishkin. Could it be because he had mastered the technique of make-up? I recall his father was the famous official photographer of the Metropolitan Opera Company. As for the article itself I thought it was the most. The more he showed how critics suffered the more I liked it. You must run more of his confessions.

FRANK SCULLY
Palm Springs, California

dynamo interested in Hoffa's doings as counsel for the McClellan Committee. When the Senate set up the Select Committee to probe labor-management racketeering, Salinger was the first investigator hired—unpublished notes and all.

"Salinger was a dark, extremely alert and intelligent young man who could grasp the importance of a document better than almost anyone on the staff," Robert Kennedy wrote of Pierre's part in the committee work which brought him into close contact with Senator Kennedy only three years ago.

- The new White House press secretary—actually his legal status is merely one of a number of "secretaries to the president" whose salaries range from \$17,500 to \$22,500 a year—is the father of two boys and a girl. His wife Nancy is a talented artist in silver and ceramics.

Salinger already has had to resort to an unlisted home number and when a direct White House telephone is installed at his bedside his peaceful family moments will be few. He will need all his eight-year advantage to keep pace with a 43-year-old President of whom he says sincerely:

- "The Senator is so good he makes my job unimportant."

Though he will be the youngest Presidential Press Secretary of record, Pierre has not been dubbed "Lucky" wholly in jest. And in the fleeting interlude of goodwill between Christmas and Inauguration Day I think all Washington newsmen share the hope that the composure of Daniel with which Salinger faces the lions may be matched by the wisdom of Solomon and the patience of Job.

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Born in Indiana, Bernard Kilgore was graduated from the South Bend, Indiana High School in 1925. Four years later he was graduated from De Pauw University, where he was a member of Sigma Delta Chi and of Phi Beta Kappa. He joined the staff of the *Wall Street Journal* in September, 1929. He served as news editor of the Pacific Coast Edition and a columnist, before he was appointed manager of the newspaper's Washington Bureau in 1935.

In 1941, he returned to New York City as managing editor and began the project of broadening the appeal of the newspaper through the development of a new front-page treatment of interpretive economic news. He became vice president and general manager in 1942 and was elected president in 1945. He is also president of *Barron's* and of Canadian Dow Jones, Ltd. He is also the publisher of two weekly newspapers in New Jersey, *The Princeton Packet* and the *Central Post*.

• Mr. Kilgore has been active in Sigma Delta Chi over a period of many years. He served as a member of the Executive Council and as treasurer, as well as chairman of several important committees. In 1959 he received the Wells Memorial Key. One of his notable achievements is the Newspaper Fund, underwritten by the *Wall Street Journal* to interest talented young people in the

opportunities in journalism and to provide scholarships to high school teachers of journalism and high school advisers of student publications.

In 1951 he received an honorary LL.D. degree from DePauw University. In addition to his journalistic activities he is a trustee of De Pauw University, director of the Princeton, New Jersey, Municipal Improvement, Inc., and a member of the Princeton Armed Forces Advisory Committee.

Since 1946, Dr. Frank Stanton has served as president of the *Columbia Broadcasting System*. It was largely through his efforts that Congress last year amended Section 315 of the Communications Act to exempt news programs from its restrictive provisions and pave the way for the now historic Kennedy-Nixon debates during the last Presidential campaign.

• Born in Michigan, Dr. Stanton was graduated from Ohio Wesleyan University in 1930 and received his doctorate from Ohio State University in 1935. He was a member of the faculty of Ohio State University in the Department of Psychology from 1931 until he joined the *Columbia Broadcasting System* in 1935 as a member of its research staff. He is the editor, with Dr. Paul F. Lazarsfeld, of "Radio Research," published in 1941; "Radio Research, 1942-1943" and "Communications Research, 1948-1949."

Among the honors he has received are the Twelfth Annual Parlin Award of the American Marketing Association; the Printers' Ink Gold Medal Award; the Paul W. White Memorial Award of the Radio Television News Directors Association; the Seventh Annual Key-note Award of the National Association of Broadcasters, and the University of Missouri Award for Distinguished Service in Journalism.

Dr. Stanton is a member of Sigma Delta Chi, a Fellow of the American Association for the Advancement of Science, and of the American Psychological Association. He is a trustee of the Rand Corporation, and a member of the Business Advisory Council for the Department of Commerce. He is a member of the Board of Directors of the Advertising Council and served as vice chairman of the 1960 National Red Cross campaign.

Worth Quoting

Wendell Phillips: "We live under a government of men and morning newspapers."

Euripides: "To give me information is thy office."

The Book Beat

Crusading Editor

IT'S hard to write a review of "The Magnolia Jungle," by P. D. East (Simon and Schuster, New York, \$3.95). But the book is certainly a pleasure to read. It is by the iconoclastic, crusading editor of the *Petal Paper*, a weekly in Petal, Miss.

A reviewer tends to quote East and his editorials—editorials that are not bitter, but humorous, because East uses satire to criticize the ugliness and inhumanity of his native land. "Love your enemies," he writes, "because it makes them so damned mad."

Before the quotes, however, some background. Until he was about twenty years old, East was a child of the Mississippi timber industry, following his parents wherever work would take them. In 1953, after a short, unhappy stay in the army, he bought, for \$3,000, the defunct *Petal Paper*.

His first editorial policy was "Love American Motherhood and Hate Sin." He joined the Kiwanis Club and "glad-handed from hell to breakfast, winning friends and conning people."

His editorial policy has not changed. It has, however, expanded.

Some thoughts by East:

From an ad he ran on the eve of the formation of a citizens council in his county: "Suh, Here's Sweet MUSIC! Yes, YOU too, can be SUPERIOR. Join The Glorious Citizens Clan . . . and BE SAFE from SOCIAL WORRIES. . . This Page on Behalf of Liberalism, Fairness and Progress Donated by The Petal Paper."

Referring to Mississippi Senator Eastland: "James oh eastland, our jem."

East closes his book by asking that this be said at his death: "These are the remains of P. D. East. He had a heart and a hatchet. They were both the same size. . . His beloved Magnolia Jungle needed a path. It needed clearing so that all of us could look up and see the light of day—the face of God. Let it be said of P. D. East: With his heart and his hatchet he hacked like hell!"

—ROBERT G. TRAUTMAN

Better Than Working

THREE recent books might well appeal to the allegedly universal taste of the working newsman. *Punch* Assistant Editor Patrick S. Catling relates his 11 years experience as a reporter for the *Baltimore Sun* both in Washington and then as Chief of its London Bureau in "Better Than Working" (The Macmillan Company, New York, \$3.95).

Catling, who is British born but American educated, has much to say on contemporary mores and even gives us a glimpse of Hollywood where he stayed for a while to gather material for a book on Jane Russell.

Though Patrick Catling's father thought journalism was better than working, former New York and Boston newsman and West Coast radio writer Nichols Wychoff may have thought there was another way and has written a new historical novel "The Corinthians" (The Macmillan Company, New York, \$4.50). The setting is the westward movement of the Mormons after their expulsion. It is good reading and may or may not be an easier way to make a living than journalism.

If you are really smart enough and don't want to work at all, we suggest you try "Paths To Wealth Through Common Stocks" (Prentice-Hall, Inc., Englewood, N. J., \$4.95) by Philip A. Fisher who is a successful investment manager and attempts to present in this book the kinds of things people need to know to invest successfully. Fisher is really honest by including a preface which is titled "Is There Any Possible Excuse for Another Book on

Investments?" This 211-page, indexed book is well written and leads this reviewer to conclude that Fisher did have a reason for writing a book on investments.

—DICK FITZPATRICK

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WHO is the Washington columnist now reporting from India?
E&P—DEC. 10, 1960—PAGE 62

WHAT word in a newspaper editorial drew a \$45,000 verdict for libel?
E&P—DEC. 10, 1960—PAGE 61

WHERE did a poll of people named Smith and Jones accurately foretell local election results?
E&P—DEC. 10, 1960—PAGE 15

WHEN did secret service agents destroy film containing pictures of Mrs. John F. Kennedy?
E&P—DEC. 3, 1960—PAGE 62

WHY do N. Y. newspapers have a problem in writing headlines about the President-elect?
E&P—DEC. 3, 1960—PAGE 10

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Best Newspaper Books of 1960

By ROBERT G. TRAUTMAN

OF books of a journalistic nature published during 1960, one stands alone: Carl E. Lindstrom's "The Fading American Newspaper." Other books, only a cut or two below the importance—and quality—of Lindstrom's, include histories of several newspapers, one or two interesting autobiographies and anthologies, and a host of books valuable to the journalism teacher and student.

"The Fading American Newspaper" is a book which should be read by everyone concerned about the future of this nation's letterpress. Lindstrom's work is a hard, biting analysis of today's newspapers, and the author, generally, doesn't like what he sees.

He sees the newspaper failing in its primary function: of informing the public. Lindstrom rightly notes that the press has a "pathological fear of criticism." This book should make a lot of news executives think.

• Of the forty books reviewed in this magazine's Book Beat columns during 1960, these are the best:

Lindstrom's, of course. Lindstrom's right to criticize is a background of forty years with the Hartford (Conn.) *Times*, ten as an editor, and then as a professor of journalism at the University of Michigan.

"Kent Cooper and the Associated Press, an Autobiography" is, in fact, just as much a biography of the AP as it is of Cooper, for the author joined the news service in 1910, as a traveling inspector, and continued on in its service for more than forty years, the last ten as its general manager.

Because of the reliance today's editors place on the AP and because of Cooper's influence on the AP, this book is of significant historic value.

"The Magnolia Jungle," by P. D. East, is the story of a weekly newspaper editor in Mississippi who loves his native land but hates its backwardness and with a hatchet, compassionately wielded, is trying to do something about it.

East loves his enemies, he says, "because it makes them so damned mad." But it is not all love, for his editorials strike out, mostly in satire, at all Southern sacred cows, including segregation.

• "The Professional Journalist," by John Hohenberg, is valuable reading for the student of journalism, both

those still in school and those working at it for a living who feel they also have something to learn. Hohenberg, former political writer and foreign correspondent and on the faculty of the Columbia University School of Journalism, places considerable emphasis on ethics, a field which many textbook writers do not treat fully enough.

"One Day in the World's Press," edited by Wilbur Schramm, of Stanford University, shows how the major newspapers of the world treated the news of Nov. 2, 1956 (a highpoint in the Hungarian uprising and the controversy over the Suez Canal). Some of the papers included are *Pravda*, of Moscow, *Le Monde*, of Paris, the *Times* of India, of Bombay, the *Times* of London, and the *New York Times*. The foreign language papers are translated into English.

Two biographies, or histories of newspapers, and one autobiography which bears special mention are: "The First Hundred Years," by Robert L. Perkin, a staff member of the *Rocky Mountain News*, Denver, is a well-written tale of that lusty paper and the vibrant city; "The Augusta Chronicle," by two of its editorial writers, Earl Leaston Bell and Kenneth Charles Crabbe, is about the 175-year-old spokesman of the Southeast; and "Freedom Is My Beat," is the life and times of the veteran Latin American correspondent of the *Chicago Tribune*, Jules Dubois.

• Two anthologies and one novel of newspapering which are of special merit: "Meyer Berger's New York" is a compilation of columns the late *New York Times* reporter did under the heading "About New York"; "The Wayward West," by William J. Barker contains columns of light thought which have appeared under the author's byline in the *Denver Post*; and "Lament for a City," by Henry Bettie Hough, editor of the *Edgartown (Mass.) Vineyard Gazette*, is a first rate novel about a city, an editor and a newspaper that becomes the victim of consolidation and outside ownership.

Other books of interest which appeared in 1960: "American Reporters on the Western Front, 1914-1918," by Emmet Crozier, how we covered the First World War, including censorship and the false armistice; "The Literature

of Journalism, an Annotated Bibliography," by Warren C. Price, a monumental and valuable compilation of books relating to journalism; "Three Against Lincoln," edited by William B. Hesseltine, about covering the 1860 political convention.

"These Were Our Years," edited by Frank Brookhouser, stories about the twenties and thirties by Broun, Hecht, etc.; "The Luckiest Man Alive," by Lee Shippey, reporter, novelist and adventurer; "The Weapon on the Wall," by Murray Dyer, about psychological warfare; "Dynamo Jim Stiles: Pioneer of Progress," by Edward Uhlman, about the Nassau (L. I.) *Daily Review-Star* and the force behind it; "Five Hundred Years of Printing," by S. H. Steinberg, the history and impact of the printed word.

• "John Kieran's Natural History of New York City," about the fauna and flora of a big city, by the great nature lover; "Men in the News," edited by Robert H. Phelps, the second volume of *New York Times* personality sketches; "Put it on the Front Page," by John Henry Cutler, of the weekly *Duxbury (Mass.) Clipper*; "My Affair With a Weekly," by Weimar Jones, editor of the *Franklin (N. C.) Press*; "The Beneficent Blaze," by Mrs. Marian Zaiser, about the *St. Petersburg (Fla.) Independent*; "The First Freedom," edited by Robert B. Downs, articles about literary censorship.

The texts and books of information: "Introduction to Mass Communications," by Edwin Emery, Warren K. Agee and Phillip H. Ault; "Reporting Public Problems," by Robert D. Murphy; "Reporting Agriculture," by William B. Ward; "Business Journalism," by Julien Elfenbein; "Modern American Journalism," by Sidney Kobre; "Employee Publications," by William C. Halley; "Modern Science Dictionary," compiled by A. Hecktlinger; "Trends in Content Analysis," edited by Ithiel De Sola Pool, and "The History and Origin of Language," by A. S. Diamond.

For the free-lance writer: "Successful Writers and How They Work," by Larston D. Farrar; "Effective Feature Writing," by Clarence A. Schoenfeld; "Writing to Sell," by Scott Meredith, and "The Basic Formulas of Fiction," by Foster-Harris.



Sigma Delta Chi NEWS

NO. 98

JANUARY, 1961

Delegates OK Organization Plan

New Officers Elected; 11 Directors Named; Miami Beach in 1961

By CLEVE CANHAM, Drake University,
and RALPH IZZARD, West Virginia
University

New York was great and next year it's Miami Beach.

That was the decision of delegates at the final business session of the convention who, with more formal language, thanked New York City for its "warm hospitality" and others who made the convention possible, elected national officers, approved a four-year schedule of conventions, and honored past and present journalists among other business.

E. W. (Ted) Scripps II, vice-president of the Scripps-Howard newspaper chain, was elected national president of Sigma Delta Chi at the Convention's Saturday morning business session.

Scripps, who was vice-president in charge of professional chapter affairs last year, also will serve as chairman of the Board of Directors as the society's reorganization plan goes into effect.

The chairman of Copley Press, Inc., James Copley, of San Diego, Calif. was named honorary president of the organization. Copley succeeds Frank J. Starzel, general manager of the *Associated Press*.

The first vice-president (president-elect) will be Buren McCormack, vice-president and editorial director of the *Wall Street Journal*. The new vice-president for undergraduate affairs is Floyd Arpan of the Journalism School, Indiana University.

Walter Burroughs was re-elected the society's secretary. Burroughs is the publisher and editorial director of the Costa Mesa (Calif.) *Globe-Herald* and the Newport Harbor *Pilot*. Theodore F. Koop, director of Washington news and public affairs for the *Columbia Broadcasting System*, was named treasurer. All officers were installed at the Saturday luncheon.

Under the reorganization plan of McKinsey and Company, the other members of the Board of Directors will be the

Dues Increased to \$10 Yearly; Fraternity Is Now a Society

The McKinsey reorganization plan was enthusiastically approved at the Fraternity's national convention in New York City, November 30-December 3. Basically the plan is aimed at making SDX truly professional in character and increasing the effectiveness of its service both to the public and to individual members.

eleven regional directors, who also were elected as the final session.

The directors are: Region 1—H. Eugene Goodwin, director of the School of Journalism, Pennsylvania State University; Region 2—R. K. T. Larson, associate editor for public service for the Norfolk-Portsmouth (Va.) newspapers; Region 3—Edward G. Thomas, public information manager for the Southern Bell Telephone and Telegraph Co., Atlanta, Ga.

Region 4—Frank Angelo, managing editor of the *Detroit Free-Press*; Region 5—Edward Lindsay, editor of the *Lindsay-Schaub* newspapers, Decatur, Ill.; Region 6—James Borman, news director of Radio Station WCCO, Minneapolis; Region 7—Robert M. White II, co-editor and co-publisher of the *Mexico (Mo.) Ledger* and president and editor of the *New York Herald Tribune*.

Region 8—Ralph Sewell, assistant managing editor of the *Daily Oklahoman* and *Times*, Oklahoma City; Region 9—William Kostka, president of William Kostka and Associates and publisher of the *Colorado Transcript*, Golden, Colo.; Region 10—J. Ernest Knight, editor of the *Tacoma (Wash.) News-Tribune*; and Region 11—Raymond L. Spangler, publisher and columnist of the *Redwood City (Calif.) Tribune*.

V. M. (Red) Newton, managing editor of the *Tampa Tribune*, will serve as ex-officio member of the Board.

Another chapter was added to the growing undergraduate list, with the acceptance of the Arizona State University Press Club. East Texas State and Wyoming were given permission to petition for admittance next year.

The 1961 historic site plaque was awarded in memory of Benjamin Franklin. The Historic Sites Committee acknowledged many reasons for honoring

(Continued on page 26)

The reorganization:

- Decentralizes the old executive council by establishing a new board of directors composed of the fraternity's officers and eleven newly-selected regional directors;

- Changes our name from a Professional Journalistic Fraternity to a Professional Journalistic Society so the organization would have "professional" status instead of "fraternity" status;

- Increases national dues from \$5 to \$10 annually to help bolster undergraduate chapters, pay the minimum expenses of the regional directors, and to pay the salary for a full-time executive editor of *QUILL* in an effort to make the magazine the "Voice of Journalism" in this country.

The plan also changes the title of the Society's executive director to executive officer, and puts the finances of all publications under the board of directors. Warren K. Agee, new executive officer of the Society, was introduced to the 600 delegates, friends, and members of the organization who attended the meeting.

Under the new plan the Society's president will also serve as chairman of the board, and the post of first vice president (president elect) will be established. He will supervise the formation of the Society's program each year.

The organizational plan calls for strengthening the Society's freedom of information and awards programs at local, state, and national levels. In addition to the basic objectives of offering a program of maintaining high ethical standards of journalism among professionals with similar interests, two "working objectives" were outlined:

1. To attract talented young people at the high school and college level into journalism.

2. To nurture this interest until the individual becomes a practitioner of journalism.

Klein & Salinger Term Campaign Coverage Unbiased; Discuss Role of Newspapers During Election

By REX L. BAILEY, University of Kentucky

An appeal for an organized evaluation of the 1960 presidential campaign news coverage was made by the candidates' press secretaries at one of the Convention's Sessions.

Appearing on a panel discussing the fairness of the press during the presidential race, Pierre Salinger, press secretary for Sen. John F. Kennedy, and Herb Klein, Vice President Richard M. Nixon's press secretary, both urged that a study of newspaper reporting during the campaign be conducted.

Klein asked Sigma Delta Chi to appoint a committee to examine newspapers that editorially supported a candidate and see if interpretative reporting was fair or whether reporter's bias got into the story.

Making no specific appeal to the society to promote such an evaluation, Salinger suggested that "leading citizens" establish a committee to study the newspaper accounts of the campaign.

Salinger and Klein generally agreed that the coverage was fair. Klein pointed out, however, that he could not make "a blanket statement" concerning the fairness of newspapers because of his inability to read news stories and watch television very much during the campaign.

In his request for an evaluation of the coverage, Klein stressed the importance of an examination of interpretative reporting. He asked Sigma Delta Chi to "use its good forces in the '60's to study interpretative reporting."

He also appealed to the professional delegates to study their individual papers when they return from the convention. "You may find some weaknesses to correct," he added.

Salinger stated that Senator Kennedy received the fairest press coverage of any candidate in recent years. He was quick to point out though that a vital question in the campaign was not who a paper supported, but how it supported him.

Kennedy's press secretary illustrated this with copies of front pages of two newspapers who had editorially supported the opponent. "Some papers turned in to press releases for the Republicans," Salinger commented.

Both Klein and Salinger agreed that the newspapers were persuasive during the campaign. Salinger said he didn't believe what a lot of people say about the "press losing its punch."

Klein said he thought the press "tried hard to balance the news." He added

that some papers "may have bent over a little too far backward" to do this. He revealed results of a survey of 17 newspapers taken during one four-day period during the campaign which showed the Democrats received 6,814 more column inches than did the Republicans.

In suggesting his "leading citizens" evaluation committee, Salinger pointed out that the newspapers were not subject to governmental control of fairness that is placed on the broadcasting medium under the equal time rule.

Following brief talks by Salinger and Klein, the delegates enjoyed a busman's holiday questioning the speakers. The delegates chose not to conform to the preconceived topic of "fairness," but interrogated the men on many aspects of the campaign.

The subjects were on everything from a definite "no" by Salinger that President-elect Kennedy would not engage in a television debate in 1964 to an appeal to undergraduates by Klein to stay in the newspaper profession.

New Officers Elected

(Continued from page 25)

Franklin and cited "his often expressed demand for freedom of the press," and "his efforts in developing an intelligent newspaper that could be understood by the general public. . . ."

Named as Fellows of Sigma Delta Chi are Isaac Gershman, managing editor, city news bureau of Chicago; Bernard Kilgore, president, *The Wall Street Journal*; and Dr. Frank Stanton, president, *Columbia Broadcasting System*.

Legislation enacted also included the discontinuance of the Beckman Efficiency award. Delegates voted to have the board of directors reorganize the Hogate award.

After next year's Miami Beach convention from Nov. 8-11, Sigma Delta Chi will meet in Tulsa in 1962, Norfolk in 1963, and Kansas City in 1964.

The convention voted to have the board of directors initiate action for a committee study of SDX's purposes and possible proposals for SDX projects based on the ideas presented by the speakers at the 1960 convention.

Accepted as the national theme for undergraduates and professionals: "Seek talent for a profession which thrives of truth, trust, and freedom."

News Treatment Vital Press Responsibility, Says Governor DiSalle

By HUGH CUNNINGHAM,
North Florida Professional Chapter

Gov. Michael DiSalle, Ohio, said that he felt keeping the public informed is the most important function in government and that the media of mass communications fulfill "a most important part in this function." He spoke at the second session of the convention.

But he warned that the press "should not only have a desire to want to gain access to information but it has to have an equal desire to develop responsibility to make sure the information is treated in the manner it deserves."

As an example, he pointed out that with open cabinet meetings in Ohio, five or six top stories will come out of each session.

"But," he said, "no newspaper can handle that many top state stories in one day and they tend to get only paragraph play in one round-up story." He said he felt it is the responsibility of the press to spread these matters out.

"We depend a great deal on the press to keep track on state employees," Governor DiSalle stated in challenging the press "to see that public business is kept honest."

He also said that it was impossible for him to keep up with all the activities of the hundreds of state workers and that he depended upon the press to keep up.

"Why, sometimes I don't know what mail I should read until some reporter tells me," he stated in explaining that all of his mail is open to the press. "One reporter told me recently he was having trouble reading the letters right side up."

Governor DiSalle also cited as other efforts in Ohio to keep the public informed six press conferences every week, open cabinet meetings and a special governor's committee on public information.

"We want Ohio to be the model state in those things SDX has fought so hard for," he said. Copies of a study of Ohio's public information laws was made available to convention goers.

"We have an obligation to refute and rebut attacks on the profession," he stated. "The burden of carrying on rests with the undergraduates and I have no serious concern for the future."

Speaking on the same program with Governor DiSalle, SDX Honorary President Frank Starzel, general manager of the *Associated Press*, said that public confidence in journalism is the profession's most important asset.

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"Extraordinary Job" Being Done by Press, Governor Rockefeller

By MIKE MCCOY, Indiana University

New York Governor Nelson A. Rockefeller told delegates at the Convention's annual banquet that the main job of the news media is "making available the pertinent information the American people must have."

Rockefeller, considered by many as one of the major contenders for the Republican nomination for the presidency in 1964, told the group that both politicians and journalists "have a most tremendous responsibility to bring to the public information that can be digested and related to the facts that affect our life."

"An extraordinary job is being done" by the press and its electronic counterparts in the coverage of governmental operation on both the state and national level, he said.

He termed the job being done by the media as being "tremendously more comprehensive" and "better" today than in the past.

Rockefeller, however, called "discouraging" the job being done by some newspapers in giving main play to the human-interest sections of a story and relegating to the final paragraphs information which state and federal office holders regard as facets of problems vital to public understanding.

Both politicians and reporters must relate, he said, the facts that are already available with the facts of what is going on in the world so that the American people will be better able to make judgments when called upon.

He also said that the practice of preparing copies of speeches for use by the news media, because of pressure for the releases from that group, was disturbing to him.

"A prepared text is not the way to get points across," Rockefeller said, adding that in many cases only an oral delivery of a speech in the presence of news representatives would carry to the reporters the proper understanding needed for accurate reporting.

He admitted, however, that the pressure of deadlines, and the necessity for fast distribution of information was one point in favor of the use of prepared texts.

The New York governor complimented the news media for its job, telling the more than 550 delegates and guests present at the banquet that "one of the things that impresses me is your responsibility in understanding what we politicians are trying to do."

"We have the means to communicate with the people in our hands," Rockefeller said. "I'm confident we can do the

Rep. Moss Hopes Kennedy Will Release More Government News

By HUGH CUNNINGHAM, North Florida Professional Chapter

The incoming administration offers an opportunity "to see if we can hold the ground and move ahead in opening channels of government information," Rep. John E. Moss told conventioners

job—I know we must do the job," he said, if democracy is to meet the challenge of competition from its enemies.

"The basic challenge facing us today is how to strengthen the free institutions throughout the world," the governor said.

Personals

About Members

Loris C. Troyer, Kent editor of the *Record-Courier* and prominent Portage County civic leader, was named "Journalism Alumnus of the Year" at Kent State University.

The citation, originated in 1957, is the highest honor the University's Journalism Alumni Association can bestow.

Announcement of the selection was made at the organization's annual homecoming luncheon by Prof. William Taylor, head of the school of journalism.

Before completing his education at Kent, Troyer joined the editorial staff of the *Record-Courier* in Ravenna in 1938 as a reporter-photographer. He was named to his present post as Kent editor 10 years later.

In addition to his newspaper work, Troyer has provided leadership in numerous community, professional and service organizations over the years.

Currently, he is vice president of the Kent City Board of Education. He has served as vice president of the Ohio Junior Chamber of Commerce and is a past president of the Ravenna Jaycees, Kent Area Chamber of Commerce and Kent Kiwanis Club.

For eight years he was chairman of the Portage County Chapter of the National Foundation for Infantile Paralysis and has served in board and committee capacities with the Portage County Chapter of the American Red Cross, Portage County Council of Health and Social Agencies, Portage County Heart Committee and the Kent Community Chest.

In 1958, he was chairman of a Citizens Committee which successfully promoted a \$1.5 million bond issue for a new Portage County courthouse.

Troyer was one of the founders and second president of the Buckeye Chapter of Sigma Delta Chi, national professional journalism fraternity. The organization's members are from throughout the Akron area.

after being awarded the SDX Freedom Award.

The California congressman stated that the presidential campaign—as never before—put the candidates on record as to their stand on the public's right to information. He quoted President-elect John Kennedy as stating in a campaign address that it is the responsibility of government to inform the public of failures as well as successes. The Representative hopes the new administration will release more government news to the public than has been done before.

"Now we can watch and see how performance meets the promise," challenged the Democratic chairman of the House sub-committee on Government Information.

Representative Moss stated that although he believes there is more information being withheld now than when his committee was organized five years ago that "significant progress has been made."

"We have at least isolated the problems and know what they are," he contended.

He cited information withholding under "executive privilege" as the most serious of three categories. He said that his committee's hearings had revealed that the major defense against such withholdings was the claim that the Constitution provides for the President to see that laws are faithfully executed.

"If there really is such an executive privilege, there is nothing we can do about it," he stated flatly, "but I don't believe our founding fathers in their wisdom built any such ideas into the Constitution."

Other problem areas of information withholding he cited were executive order 10-501 regarding security information and that sanctioned by law in more than 80 statutes.

The congressman said he felt too much information was being needlessly classified or greatly over-classified and that he hopes the new administration will remedy this. He challenged the working press to keep watch over legislation with hidden information withholding provisions cranked in.

Representative Moss said that he foresees no reason why activities of his sub-committee would not be continued under the new administration.

"It is my most fervent hope," he added, "that we can continue to operate without changing the basic methods of investigating policies and individual practices."

He called on media of mass communications to continue bringing cases to his attention.

Sputnik, Quiz Scandals "Made" TV News, Panelist Claims

By ARTHUR S. BOSTWICK, Cleveland Professional Chapter

As a journalistic medium, television has attained a state of maturity—albeit a qualified degree of maturity, it was agreed by four distinguished panelists after a convention discussion of the question, "How Mature Is Broadcast Journalism?"

Participants in the clinical analysis were:

Jack Gould, television editor, the New York Times; Sig Mickelson, president, CBS News; Gilbert Seldes, dean, School of Communications, University of Pennsylvania; and Moderator William J. Small, news director, Stations WHAS and WHAS-TV, Louisville, Ky.

"We owe a debt to Nikita Khrushchev and Charles Van Doren," said Mr. Gould. "Sputnik and the TV quiz scandal thrust radio and television into the forefront as news media."

"While television entertainment is wallowing, in today's television news coverage there is a zest, tang and excitement you will not find elsewhere in TV programming."

Indulging in what he termed "the luxury of the TV critic to second-guess the other fellow's news judgment," Mr. Gould observed that television is "beset by certain sins, like putting visual trivia before hard news." He lamented that the "current status of news commentary on television is disgraceful."

Mr. Mickelson said that any judgment of television as a news medium "must consider the total impact on the public."

"In examining the entire broadcasting schedule, there is no doubt that television journalism has come of age," he said. "Television played a greater part in the recent presidential campaign than any other medium."

"I'll confess to certain weaknesses in television news coverage, but on the other hand we have certain strengths which newspapers do not possess. Television's maturity as a news medium, I hope, will be increasingly greater in the months and years ahead."

Dean Seldes asked the question: "Has television come to the age of the New York Times, or the Herald-Star-Express-Bulletin in a smaller community which devotes half a column on page 7 to international news?"

In answer, he said that "we are comparing network news coverage and local news coverage." Conceding that network television has "certain standards," he deplored the emphasis placed by local stations on "the carpenter who broke his ankle in a fall."

"In network TV, you do get depth in special programs," he continued. "It is extremely difficult for local stations, however, to prepare news programs in

depth and get them on the air promptly."

During a question-and-answer period, Dean Seldes replied to a TV-radio executive: "The way you select your news and the way you feature it combine to make news relatively unimportant."

Moderator Small cited as an example of enterprise among independent radio stations a Kentucky network arrangement that was established for the purpose of covering the news of the national political conventions. This resulted, he said, in the prompt delivery of important "spot news" to Kentucky listeners.

Discussing Federal Communications Commission regulations requiring television stations to offer equal time to candidates seeking the same office, Mr. Small quipped:

"To get on the ballot in Kentucky, you need only two signatures. You need more than that number to get into a mental institution."

Delegates Volunteer to Cover Convention for QUILL News

Even though the national convention ended a few days before deadline, QUILL readers will get a full account of each of the sessions. Undergraduate and professional club members covered and reported the meetings, and two members took pictures, many of which will probably appear in the February issue.

Working with Dennis Orphan, Associate Editor, *Today's Health* magazine, and managing editor of QUILL's news section, were Michael McCoy, Indiana University; Benjamin J. Burns, Michigan State University; Rex L. Bailey, University of Kentucky; Ralph Izzard, University of West Virginia; Hugh W. Cunningham, North Florida Professional; Cleve Canham, Drake University; Arthur S. Bostwick, Cleveland Professional; John Herzog, University of Colorado; and Bob Tacelosky, Pennsylvania State University.

Allen Stross, Wayne State University, and John Nation, Dallas Professional, were the photographers.

The articles not used in January will be run in February.

Obituaries

Ray C. Wilkerson (OhS-'22), 61, suburban page editor, Cincinnati (Ohio) Post & Times-Star, died August 20.

Personals

About Members

Martin Sheridan became vice president-public relations of Admiral Corporation in Chicago.

Sheridan is a former New England newspaperman and magazine writer-photographer. He served on the staffs of the Boston American and Sunday Advertiser, Providence Tribune, the Financial Observer, and Boston Globe. In his public relations career he has served with Carl Byoir & Associates and Steve Hannagan Associates in New York and Chicago. He joined Admiral in 1951.

Eugene Phillips became Deputy Director of Public Information of Aerospace Corporation organized to serve the U. S. Air Force in the scientific and technical planning and management of its missile-space program.

Phillips is a native of Royston, Georgia and a graduate of the University of Georgia. Prior to World War II he worked on newspapers in Athens and Atlanta and on the West Coast. Following five years military service, he worked for the Milwaukee Journal and the Associated Press.

He served as information officer at the Nuremberg war crimes trials, chief of public information of the Office of Military Government in Germany, information officer with the Marshall Plan in Paris, France; Rangoon, Burma and Washington, D. C.

Daniel M. Upham, Minneapolis Tribune, won a \$700 second place award in the annual Ted V. Rodgers Journalism awards competition.

The Ted V. Rodgers event gives a total of \$9,000 in cash awards to professional journalists adjudged to have written the most constructive newspaper or magazine stories about highways within the year. The event is named in honor of the late Ted V. Rodgers, first president of the American Trucking Association, sponsors of the award. With the cash prizes to individuals, the competition also presents gifts of \$500 each to three journalism schools, one named by each of the first place winners.

With the approach of the Centennial of the Civil War, Dayton Kelley, director of journalism and publicity at Mary Hardin-Baylor College, has turned his hand to writing a weekly column on the war, entitled "The Civil War Centennial."

Carried by more than 30 Texas newspapers, including the Dallas Morning News, the column offers a timely look at events as they happened a hundred years ago and efforts to commemorate them today. So far the column has concerned itself only with Texas participation in the War, but Kelley hopes to branch out into other states with his material which has evoked favorable comment from both

editors and readers and has drawn a sizeable amount of mail from all over the state.

Kelley, who has long been interested in the Civil War, is a graduate of Baylor University and also the University of Texas School of Journalism. He is a member of the Waco Civil War Round Table, and the Texas State Historical Association.

Vilas J. Boyle has been named Director of Development of the New York School of Social Work, Columbia University.

A former newspaperman, Mr. Boyle long has been identified with fund raising and public relations in the fields of social welfare, health, and recreation. In his new position he will work on all programs for the School's financial support and for its community and public relations.

Mr. Boyle headed the public relations departments of the Girl Scouts of the U. S. A., the New York University-Bellevue Medical Center, the United Defense Fund, and the USO, and served as director of fund raising for the Planned Parenthood Federation of America. He also served as a consultant in the development program for the Board of Fundamental Education, and as an associate in the publications office of the Mental Health Materials Center. He held writing and editing jobs on the *New York Sun*, the *New York Post*, the *New York Daily News*, the *Indianapolis Star*, the *Wisconsin State Journal*, Madison; and the *La Crosse (Wisconsin) Tribune*.

Bruno Torres, Avoca, senior in the University of Iowa School of Journalism, has been selected as first winner of a "news-picture internship" sponsored by *United Press International*.

At the time *UPI* announced plans for the internship program, Peter Willett, *UPI* Central Division Newpicture Manager said "We would hope that our setting up such a program on an annual basis would give recognition to the outstanding work the Iowa School of Journalism is doing in the field of pictorial journalism, and would emphasize the high regard with which it is held in the news profession." With the selection of Torres, Willett said "I think it is particularly fortunate that we have someone as outstanding as (Torres) to lead the way in this program."

Torres will receive \$560 while he is a *UPI* Newpicture intern. He previously had worked as a "stringer" for the news agency, providing news pictures as a correspondent, and during the summer of 1960 he worked as a staff photographer for the *Des Moines Register*. During his junior year he was a laboratory assistant in the School of Journalism photographic laboratory.

The *UPI* Newpicture Internship program, Willett said, is designed "to make the student more a part of the worldwide *UPI* organization and, thus, more aware of the workings of a major press association." The Iowa School of Jour-

nalism is the first and, currently, the only school selected to participate in the program.

A citation of an honorary doctor of laws degree was conferred upon **Ralph McGill** of the Atlanta (Georgia) *Constitution* as the 1960 Elijah Parish Lovejoy Fellow of Colby College, Waterville, Maine.

William F. Balthaser, former foreign correspondent and radio-television newscaster, today was named an Account Executive with the William Becker Agency, a public relations firm in Philadelphia.

Before joining the Becker Agency, Balthaser was Director of News for radio stations *WDEL, AM and FM*, in Wilmington, Delaware. Prior to that, he was radio and television correspondent for the *National Broadcasting Company*, in London, England. In 1959, Balthaser received *NBC's* "Earl Godwin Memorial Award" for excellence in news broadcasting.

Balthaser is a charter member of the Greater Philadelphia Professional Chapter of Sigma Delta Chi, and is a member of that group's Freedom of Information Committee. He is also a member of the Radio and Television Correspondents Association of Washington, D. C.

William Becker, president and founder of the agency, is also an SDX member.

Washington newsman **Don A. Schanche** was named an associate editor of the *Saturday Evening Post*. The 32-year-old Schanche will be assigned to the magazine's Washington editorial office.

Schanche has been with Luce publications since 1953, when he became a reporter for *Life*. In the past three years he has devoted much of his attention to subjects in the military and space fields.

He is the co-author, with Lt. Col. David C. Simons, of *Man High*, a book dealing with balloon flights, which Doubleday published in June.

Henry B. Hook, publisher of the Davenport *Morning Democrat* since 1952, has been elected a trustee of Beloit (Wis.) College.

Hook's broad background of business and civic service includes more than 25 years of association with the publishing and broadcasting fields. He is former president of the Davenport Chamber of Commerce, a member of the Governor's Commission on Human Relations, past Iowa president of the American Cancer Society, and winner of its national bronze service medal.

In addition to publishing the *Morning Democrat*, Hook serves as executive vice president of Davenport Newspapers; director of Lee organizations which operate newspapers in nine midwest and six Montana cities, and an officer in several Davenport enterprises.

Newspaper, Magazine, Photography Awards

NEWSPAPERS

Best Selection of Editorials

- 1st place *The Idaho Argonaut*, University of Idaho
- 2nd place *The Collegian*, South Dakota State College
- 3rd place *The Spartan Daily*, San Jose State College

Best Selection of Feature Stories

- 1st place *The Daily Universe*, Brigham Young University
- 2nd place *The Idaho Argonaut*, University of Idaho
- 3rd place *The Daily Illini*, University of Illinois

Best Selection of Sports Stories

- 1st place *The Daily Collegian*, Penn State University
- 2nd place *The Daily Illini*, University of Illinois
- 3rd place *The Idaho Argonaut*, University of Idaho

Best Selection of Straight News Stories

- 1st place *The Kentucky Kernel*, University of Kentucky
- 2nd place *The Aztec*, San Diego State College
- 3rd place *The Spartan Daily*, San Jose State College

MAGAZINES

Best All-round Campus Magazine

- 1st place *The Syracuse 10*, Syracuse University

Best Selection of Non-fiction Article Writing

- 1st place *The Scientist*, Iowa State University

Best Article Contributed to Outside Magazine

- 1st place Hal Johnson, Iowa State University

PHOTOGRAPHY

Spot News

- 1st place John Behbauer, University of Houston

Sports

- 1st place Rolf Olson, Montana State University

Feature

- 1st place Bill Howell, Montana State University

Scenic or Special

- 1st place Allen Stross, Wayne State University

RADIO-TELEVISION

Radio Reporting

- 1st place John Truby, Pennsylvania State University

Television Reporting

- 1st place NO CONTEST

Radio or TV Newswriting or Commentary

- 1st place Jim Jimirro, Tom Haskell, Agnes Armon, Pennsylvania State University

Radio or TV Public Service in Journalism

- 1st place Thomas Brown IV, University of Illinois

1960 Professional Chapter Report Results

Chapter	Professional Program 65 Points	Finance 10 Points	Membership 10 Points	Exhibit 5 Points	National Relations 10 Points	Total
1. Fort Worth ..	63.7	9.2	8	5	10	95.9
2. Chicago	61.7	8	7.5	4.5	10	91.7
3. Eastern Oklahoma ..	61	8.7	8.5	0	10	88.2
4. Northern California ..	61	8.2	7.7	0	10	86.9
5. Atlanta	56.3	6.7	7.7	5	10	85.7
6. Milwaukee ..	55.6	8.7	6.7	4.5	10	85.5
7. New York ...	55	8.7	7.5	5	9	85.2
8. North Dakota	56	7.7	7.5	4	10	85.2
9. North Florida	60	7.2	8	0	10	85.2
10. Akron	55	8.2	7.5	4	10	84.7
11. Greater Miami	59.3	6.7	7	0	9	83.0
12. Kansas City ..	53	8.7	8	3	10	82.7
13. Central Michigan	54.7	7	7	3	10	81.7
14. Utah	55.7	7.2	8.2	0	10	81.1
15. Los Angeles ..	57	8	5.5	0	10	80.5
16. Seattle	53.3	7.2	7.5	2.5	10	80.5
17. Austin	56	7.7	7.2	0	9	79.9
18. Northwestern Ohio	50.3	6	7.5	3.5	10	77.3
19. West Texas ..	50	8.7	8.7	0	9	76.4
20. Pittsburgh ..	47.3	7.2	7.7	4.5	9	75.7
21. Central Penn- sylvania	49.3	8.5	7.7	0	9	74.5
22. Minnesota ...	47	6.7	6.7	4	10	74.4
23. Des Moines ..	49.3	7.2	7	0	10	73.5
24. Washington, D. C.	47	8.5	7.7	0	10	73.2
25. San Antonio ..	47.3	7.2	7.7	0	10	72.2
26. New England ..	45	5.7	7.2	4	10	71.9
27. Florida West Coast	47	7.0	7.5	0	10	71.5
28. Louisville	48.3	7.2	4.7	0	10	70.2
29. Richmond	39	6.7	7.7	5	10	68.4
30. Central Ohio ..	43.3	7.7	7.2	0	10	68.2
31. San Diego ...	44.3	6.7	7.2	0	9	67.2
32. San Joaquin Valley	41.6	7.2	7.7	0	10	66.5
33. Alabama	45	5.7	5.7	0	10	66.4
34. Central Illinois	43.3	7	5	0	9	64.3
35. Oklahoma	41.6	6.7	7	0	9	64.3
36. New Jersey ...	36	6.7	8	2	10	62.7
37. St. Lawrence Valley	39.3	6.2	7.2	0	10	62.7
38. Mississippi ...	37.7	7.2	7.7	0	10	62.6
39. Illinois Valley	37.7	7	6.2	0	9	59.9
40. South Dakota ..	34	7.2	7.5	0	10	58.7
41. Ohio Valley- Kanawha ...	18.3	7	6.4	0	10	41.7
42. Valley of the Sun	0	4.7	5.5	0	10	20.2

Report Filed Too Late for Judging

Cleveland
Colorado
Detroit
Southern Illinois

Report Not Filed

Central Florida
Dallas
Hawaii
Indiana
Mid-Missouri
Nebraska
Nevada
New Mexico
St. Louis
Texas Gulf Coast

1960 Beckman Chapter Efficiency Contest Results

Chapter	Chapter Program 65%	Membership 10%	Finance & Records 10%	Exhibit 5%	National Relations 10%	Total
1. U. of Wisconsin ..	63	8	9	2	10	92
2. Penn State	61	7	8	4	10	90
3. South Dakota State	60	9	7	4	10	90
4. U. of N. Dakota ..	59	8	9	3.5	10	89.5
5. U. of Missouri ..	63	8	6	3.5	8	88.5
6. Iowa State U.	62	7	7	3	9	88
7. U. of Nevada	55	7	8	5	10	85
8. Marquette U.	50	7	8	3.5	10	78.5
9. North Texas State	50	7	6	4.5	10	77.5
10. UCLA	50	8	7	2	10	77
11. Grinnell College ..	47	7	8	4	10	76
12. Texas A. & M.	47	6	8	4.5	10	75.5
13. Oregon State	45	8	8	4	10	75
14. U. of Kentucky ..	46	8	7	3.5	10	74.5
15. Washington State	50	6	8	0	10	74
16. Wayne State	49	7	4	4	10	74
17. Duquesne U.	46	6	8	3.5	10	73.5
18. Montana State U. ..	47	8	8	0	10	73
19. New York U.	47	8	8	0	10	73
20. U. of Oklahoma ..	47	8	8	0	10	73
21. Texas Tech	47	8	8	0	10	73
22. Oklahoma State ..	48	5	7	2.5	10	72.5
23. DePauw Univ.	47	8	8	0	9	72
24. U. of Idaho	49	6	7	0	10	72
25. U. of Kansas	50	8	4	0	10	72
26. Louisiana State U. ..	50	5	7	0	10	72
27. U. of New Mexico ..	48	7	7	0	10	72
28. U. of Southern Calif.	48	7	7	0	10	72
29. U. of Oregon	50	6	5	0	10	71
30. Purdue U.	48	7	8	0	8	71
31. Drake U.	46	7	6	1	10	70
32. Kansas State	46	8	6	0	10	70
33. U. of Nebraska ..	46	8	8	0	8	70
34. Ohio U.	46	8	4	3	9	70
35. Bradley U.	45	6	6	2	10	69
36. U. of Michigan ..	49	2	8	0	10	69
37. U. of Minnesota ..	46	8	5	0	10	69
38. San Jose State ..	46	7	6	1	9	69
39. Southern Ill. U.	46	6	8	0	9	69
40. U. of Illinois	48	6	7	0	7	68
41. U. of Utah	45	7	6	0	10	68
42. Indiana U.	46	8	0	3	10	67
43. U. of Iowa	41	8	8	0	10	67
44. U. of Colorado ..	41	7	7	0	10	65
45. Syracuse U.	41	8	6	0	9	64
46. U. of Washington ..	43	7	4	0	7	61
47. U. of Houston	41	5	7	0	7	60
48. U. of North Carolina	36	8	6	0	10	60
49. Northwestern U.	36	4	8	0	10	58
50. San Diego State ..	31	6	5	4	10	56
51. American U.	31	5	7	1	10	54
52. U. of Texas	36	7	2	0	8	53
53. U. of Tennessee ..	36	6	3	0	7	52
54. Washington & Lee U.	36	8	0	0	8	52
55. Southern Methodist U.	31	8	1	0	10	50
56. Kent State U.	26	7	5	0	10	48
57. U. of Miami	26	7	5	3	7	48
58. Baylor U.	26	7	5	0	9	47
59. U. of Florida	26	3	1	0	8	38
60. U. of Alabama ..	6	6	5	0	9	26
61. Sam Houston State	6	8	3	0	9	26
62. U. of California ..	11	1	3	0	9	24
63. Butler U.	2	7	5	0	9	23
64. U. of Georgia	6	4	1	4	8	23
65. Boston U.	3	3	6	0	10	22
66. Michigan State ..	0	8	4	0	10	22
67. Temple U.	0	6	6	0	10	22

Report Not Required This Year

Chapter
Brigham Young University1959
Texas Christian University1960
Tulsa University1960
West Virginia University1959

No Report Filed

University of Maryland
Ohio State University
Stanford University

1960 Hogate Professional Achievement Contest Results

Chapter	Initiated 1955-57	Total Eligible	Total in Journalism	Total Out of Journalism	Per Cent in Journalism
1. U. of North Dakota	17	10	9	1	90.00
2. North Texas State	24	23	19	4	82.61
3. Kent State Univ.	29	21	16	5	76.19
4. Southern Illinois U.*	9	7	5	2	71.43
5. San Jose State	54	47	33	14	70.21
6. U. of Georgia	37	32	22	10	68.75
7. Indiana U.	46	37	25	12	67.57
8. U. of Michigan	40	27	18	9	66.67
9. U. of Nebraska	20	12	8	4	66.67
10. U. of New Mexico	13	12	8	4	66.67
11. Oregon State	18	9	6	3	66.66
12. Penn State U.	35	27	18	9	66.66
13. U. of Kansas	37	29	19	10	65.52
14. U. of Alabama	29	26	17	9	65.38
15. Marquette U.	32	26	17	9	65.38
16. U. of Kentucky*	29	23	15	8	65.22
17. U. of Southern Calif.	29	23	15	8	65.22
18. Wayne State U.	24	20	13	7	65.00
19. Washington State U.	20	18	11	7	64.71
20. U. of Minnesota ..	63	52	33	19	63.46
21. U. of Wisconsin ..	47	41	26	15	63.41
22. Northwestern U.	94	80	50	30	62.50
23. Kansas State U.	24	21	13	8	61.90
24. U. of Miami	15	13	8	5	61.54
25. U. of Texas	60	49	30	19	61.43
26. U. of Florida	66	50	20	30	60.00
27. Louisiana State U. ..	33	26	14	12	53.85
28. Southern Methodist U.	15	13	7	6	53.85
29. Texas A. & M. College	29	19	10	9	52.64
30. U. of Tennessee ..	28	19	10	9	52.63
31. U. of Missouri	72	59	30	29	50.85
32. Butler U.	11	6	3	3	50.00
33. Michigan State U. ..	22	20	10	10	50.00
34. Montana State U.	25	18	9	9	50.00
35. Syracuse Univ.	17	12	6	6	50.00
36. U. of Iowa	31	29	14	15	48.28
37. U. of Utah	31	27	13	14	48.15
38. Ohio U.	40	22	10	12	45.46
39. U. of Calif.	28	18	8	10	44.44
40. U. of Nevada	21	16	7	9	43.75
41. Washington & Lee U. ..	23	21	9	12	42.86
42. U. of Illinois	103	84	34	50	40.48
43. San Diego State**	22	19	7	12	36.84
44. Oklahoma State U. ..	25	20	7	13	35.00
45. U. of Oklahoma ..	44	35	11	24	31.43
46. Iowa State U.	65	49	15	34	30.61
47. DePauw Univ.	38	10	3	7	30.00
48. Drake Univ.	15	7	2	5	28.57
49. American Univ.	18	15	4	11	26.66
50. U. of Colorado ..	21	12	3	9	25.00
51. U. of Idaho	19	13	3	10	23.08
52. Baylor U.	13	10	2	8	20.00
53. Grinnell College ..	21	12	2	10	16.67
54. Temple Univ.	40	38	2	36	5.26
55. Purdue Univ.	67	40	0	40	0.00
Totals	1,848	1,424	729	695	51.58

Report Not Required

Chapter
Bradley University1958
Brigham Young University1959
UCLA1958
Duquesne University1958
New York University1958
University of North Carolina1958
Sam Houston State Teachers College1958
University of South Carolina1960
Texas Christian University1960
Texas Tech College1958
University of Tulsa1960
West Virginia University1959

* Covers 1956 & 1957 Only

Chapter
U. of Kentucky1956
Southern Illinois Univ.1956

** Covers 1957 Only

Chapter
San Diego State College1957

Incomplete Reports

Boston University
University of Houston
University of Oregon
South Dakota State

Report Not Filed

University of Maryland
Ohio State University
Stanford University
University of Washington



Sigma Delta Chi Awards

For distinguished service in Journalism...

General Information

The Sigma Delta Chi Awards for Distinguished Service in Journalism have been awarded annually since 1932 for outstanding achievements in journalism during a calendar year and winners are usually announced in April.

The awards proper consist of bronze medallions and accompanying plaques.

NOMINATIONS

Nominations for any one of the Sigma Delta Chi Awards may be made by the author or any other party. Forms are available on request. These awards are open to both members and non-members of Sigma Delta Chi and may be either men or women. They must, however, be Americans.

February 1, 1961 is the deadline for nominations. Nominations postmarked on that date will be accepted. Mail or express entries to:

Sigma Delta Chi Awards in Journalism
35 East Wacker Drive—Suite 856
Chicago 1, Illinois

EXHIBITS

All awards are offered for specific work done during the calendar year 1960.

Each nomination must be accompanied by an exhibit and nomination form, filled out by typewriter or print.

A brief biography and photograph of nominee must accompany each nomination for categories 1, 2, 3, 4, 5, 6, 8, 10, 13, and 15. The awards are made to individuals. Also for 11 and 13 if nomination is for an individual.

A nomination intended for more than one category requires a separate exhibit for each.

Each nomination and nomination form must be clearly marked to show category in which it is entered. Several nominations may be sent in one package, but each should be identified and accompanied by separate nomination form.

Exhibits cannot be returned. All become the property of Sigma Delta Chi.

RULES

Exhibits in press divisions should be in scrapbook form, measuring not larger than 15 inches by 20 inches, and should include clippings or photostats. Those who want to enter full pages, to show display, should fold them in half. Radio and television reporting exhibits should consist of recordings, tapes, or film, clearly labeled, and a typewritten summary.

Radio or television newswriting exhibits are limited to typescripts. Radio public serv-

ice exhibits should consist of recordings or tapes with a typewritten summary. Television public service exhibits should include film (if available) and a typewritten summary.

Research exhibit should consist of manuscript, galley proofs, or printed book.

NOMINATIONS NOT MEETING THE ABOVE SPECIFICATIONS WILL NOT BE ACCEPTED FOR JUDGING.

JUDGING

The material submitted for consideration for the awards will be judged by a jury of veteran and distinguished journalists. All decisions will be final. Any award may be withheld in case the judges decide that none of the material submitted is worthy of special recognition.

Awards Categories

PRESS (Newspapers)

1. General Reporting: For a distinguished example of a reporter's work, either a single article or a series on a related subject, published during the year, the test being readability, accuracy and completeness, interest, enterprise and resourcefulness of the reporter in overcoming obstacles.

2. Editorial Writing: For a distinguished example of an editor's work, either a single editorial or a series relating to the same subject, published during the year; editorials by any one writer being limited to three, a series on a single topic counting as one entry.

3. Washington Correspondence: For a distinguished example of reporting national affairs by a Washington, D. C., correspondent, either a single article or a series on the same or related subject, published during the year.

4. Foreign Correspondence: For a distinguished example of reporting international affairs by a foreign correspondent, either a single article or a series on the same or related subject, published during the year.

5. News Picture: For an outstanding example of a news photographer's work, either a single picture, or sequence or series of pictures, published during the year; photographs by any one person being limited to six, a series on a single topic counting as one entry.

6. Editorial Cartoon: For a distinguished example of a cartoonist's work, a single cartoon published during the year, the determining qualities being craftsmanship, interest, forcefulness and general worth; cartoons by any one person being limited to six.

7. Public Service in Newspaper Journalism: For an outstanding public service rendered by a newspaper in which exceptional courage or initiative is displayed in face of opposition from antisocial forces, political, or other discouraging or hampering forces. Nominations are to be accompanied by a complete file of clippings or photostats, together with a statement of facts concerning the circumstances which prompted the newspaper in its undertaking and the results obtained. Those who want to enter full pages, to show display, should fold them in half since exhibit should not be larger than 15 inches by 20 inches.

PRESS (Magazines)

8. Magazine Reporting: For a distinguished example of current events reporting by a magazine writer, either a single article or series related to the same subject, published in a magazine of general circulation during the year.

9. Public Service in Magazine Journalism: For an exceptionally noteworthy example of public service rendered editorially or pictorially by a magazine of general circulation, special consideration being given to leadership or service achieved in the face of anti-social, political or other hampering forces, other tests being extent of good accomplished, enterprise, initiative, and effectiveness of presentation through pictures, articles, editorials and other graphic means; nominations being accompanied by a complete file of clippings together with a statement of facts concerning the circumstances which prompted the magazine in its undertaking and the results obtained.

RADIO OR TELEVISION

10. Radio or Television Newswriting: For a distinguished example of newswriting or commentary for radio or television; nominations consisting of either a partial or complete script, broadcast or telecast during the year.

RADIO

11. Radio Reporting: For the most distinguished example of spot news reporting of a single news event, scheduled or unscheduled, broadcast by radio as it happened or soon after it happened; exhibits consisting of a typewritten summary and recordings or tapes, running time not longer than thirty minutes. This award may go to an individual, station, or network.

12. Public Service in Radio Journalism: For an outstanding example of public service by an individual radio station or network through radio journalism, the test being the worth of the public service, the effectiveness of the presentation by the station or network, and the unselfish or public-spirited motives, bearing in mind that the broadcasts must be journalistic in nature, not entertainment; commercially sponsored radio programs not being eligible unless produced and controlled by the broadcasting station; exhibits consisting of a typewritten summary, disc recordings, or tapes, not to exceed thirty minutes.

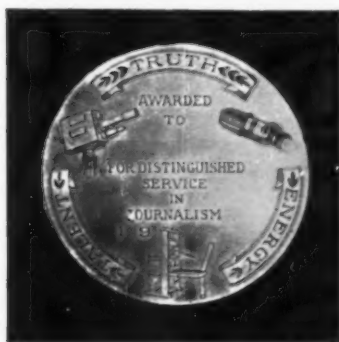
TELEVISION

13. Television Reporting: For the most distinguished example of spot news reporting of a single news event, scheduled or unscheduled; broadcast by television as it happened or soon after it happened; exhibits consisting of typewritten summary and if available, a segment or summary of 16 mm film or kinescope, not longer than thirty minutes. This award may go to an individual, station, or network.

14. Public Service in Television Journalism: For an outstanding example of public service by an individual television station or network through television journalism, the test being the worth of the public service, the effectiveness of the presentation by the station or network, and the unselfish or public-spirited motives, bearing in mind that the broadcasts must be journalistic in nature and not entertainment; commercially sponsored programs not being eligible unless produced and controlled by the broadcasting station; entries consisting of a typewritten summary and if available, a segment or summary of 16 mm film or kinescope, not longer than thirty minutes.

RESEARCH

15. Research About Journalism: For an outstanding investigative study about some phase of journalism based upon original research, either published or unpublished, and completed during the year.





University Microfilms
313 N. First Street
Ann Arbor, Michigan

What Mr. Khrushchev Has Overlooked!

In his plans to out-U. S. the U. S., Mr. Khrushchev seems to have overlooked one very vital requirement for success which this country has highly developed and which is practically non-existent in Russia: motor transport. To be sure, Russia has some railroads and these have played an important part in its production of capital goods, its heavy industry program. But one of the big reasons for America's dynamic growth and high standard of living has been its far-flung system of roads and streets, accommodating its millions upon millions of motor trucks. America's amazing development has truly been geared to "the wheels that go everywhere" . . . to the nearly 12,000,000 trucks that use the more than 3½ million miles of roads and streets to bring Americans everything they eat, wear or use! Mr. Khrushchev and his associates will have to build millions of miles of roads and streets and millions of vehicles before they can compete with this American way of transport.

AMERICAN TRUCKING INDUSTRY

American Trucking Associations, Inc., Washington 6, D. C.



THE WHEELS THAT GO EVERYWHERE



